



Marketing for Dummies. by Ruth Mortimer ... [Et Al.]

By Ruth Mortimer

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About the Author

Ruth Mortimer is the Editor of Marketing Week magazine. Greg Brooks is Global Marketing Director at media agency Mindshare. Craig Smith is the former Editor of Marketing magazine and is now Communications and Content Strategist at Persuasion Communications. Alexander Hiam is a consultant whose clients include many Fortune 500 companies.

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