

Sven Adrian

Turnaround Management. Adjusting the Marketing Mix to the Challenges of the Turnaround Process

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Bibliographic information published by the German National Library:

The German National Library lists this publication in the National Bibliography; detailed bibliographic data are available on the Internet at <http://dnb.dnb.de> .

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Imprint:

Copyright © 2011 GRIN Verlag
ISBN: 9783656432562

This book at GRIN:

<https://www.grin.com/document/215285>

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Turnaround Management

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**Adjusting the marketing mix to the challenges of the
turnaround process**

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