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Alan toop (author of successful sales promotion)

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12 of the best marketing and advertising campaigns

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(2005). Designing Sales Promotion Campaigns with Analogical Reasoning In Michael Saren & Alan V.M. & Wierenga, B. (2004). Sales promotion arrangements in

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which is claimed to have lifted sales by more than 25 per cent, and the Great Crosses promotion campaign I notice that "Alan Poole

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Prof. Berend Wierenga. European Management Journal, 19 (3), N.A.P. & Wierenga, B. (2005). Designing Sales Promotion Campaigns with Analogical Reasoning.

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