

Economic Analysis

The economic analysis primarily involves the evaluation of costs and benefits to determine the economic viability of the project or matter under consideration.



Economic Analysis Of Marketing

VM Jensen



Economic Analysis Of Marketing:

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delivering a comprehensive critical up to date and accessible review of the field that has always been missing This literature summary of research at the intersection of economics and marketing is written by and for economists and the book s authors share a belief in analytical and integrated approaches to marketing emphasizing data driven result oriented pragmatic strategies

Marketing Farm Products. Economic Analysis. 4th Ed Geoffrey Seddon SHEPHERD,1962 *Marketing Farm Products* Geoffrey Seddon Shepherd,1962 Marketing of Brands: an Economic Analysis Lomax,Watkins,2005-04-29
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