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دوتامی ABOUT THE AUTHORS Paul W. Farris is Landmark Communications Professor and Professor of Marketing at The Darden Graduate Business School, University of Virginia, where he has taught since 1980. Professor Farris's research has produced award-winning articles on retail power Marketing Metrics: The Definitive Guide to Measuring Marketing (PDF) Marketing Metrics The Manager s Guide To Measuring Marketing Performance 3rd Edition by Paul Farr | Grace Alice - Academia.edu Academia.edu is a platform for academics to share research papers. (PDF) Marketing Metrics The Manager s Guide To Measuring ... ¿ Marketing Metrics: The Definitive Guide to Measuring Marketing Performance, Second Edition, is the

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