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El propósito de este trabajo consiste en ofrecer las herramientas conceptuales e instrumentales básicas en los procesos de generación de la demanda de productos o servicios de una organización, que capaciten para la gestión de las relaciones con los clientes: desde los sistemas de información previa de marketing, hasta las actividades de venta y post-venta

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| Author | : | Luis Manuel Cerdá Suárez |
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