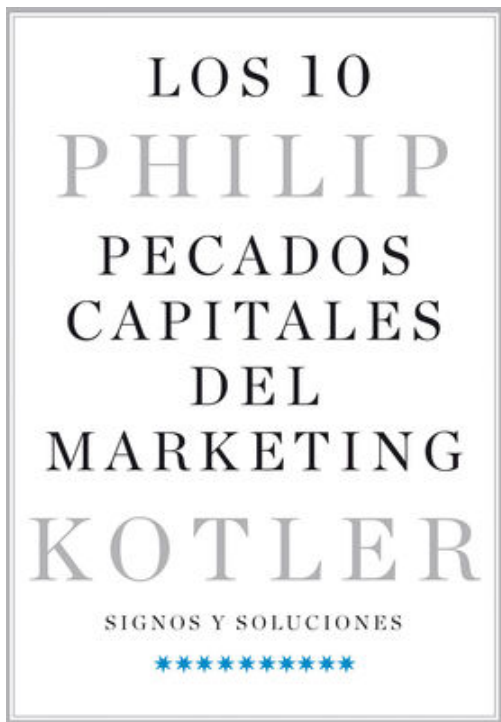


# Descargar libros gratis Los 10 pecados capitales del marketing - Philip Kotler QBook



Tal como dijo en una ocasión David Packard, cofundador de Hewlett Packard, «el marketing es demasiado importante como para dejarlo sólo en manos del departamento de marketing». Por ello, independientemente de la función que desempeñemos en nuestra empresa o en nuestro propio negocio, todos debemos saber algo de marketing.

Y para saber algo de esta temática, qué mejor que leer a Philip Kotler -reconocido por todos como el padre de esta disciplina-, quien en este volumen sintetiza todo su saber recogido en numerosos libros y miles de artículos.

En definitiva, éste es el libro que debes leer si sólo vas a leer un libro sobre marketing.

**Title** : Los 10 pecados capitales del marketing  
**Author** : Philip Kotler  
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**File Size** : 312.27kB

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