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Bibliographie Années 1960 (en) E. Jerome McCarthy, Basic Marketing.A Managerial Approach, Richard D. Irwin, 1960. (en) Neil Borden, « The Concept of Marketing Mix », Journal of Advertising Research, June 1964, p. 2-7.; Années 1980 (en) Bernard Booms & Mary Bitner, Marketing Strategies and Organizational Structures for Service Firms, dans : James Donnelly and William George, Marketing of ...

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