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## **Marketing The South African Edition**

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Madéle Tait is an associate professor in the Department of Marketing Management at the Nelson Mandela Metropolitan University. Her areas of expertise include customer relationship management, marketing management and services marketing. She is the editor of the South African Edition.

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into the world of business in South Africa. It offers undergraduate students a practical view of marketing and management issues that many students might not have been exposed to. Written by entrepreneurs and business executives, the collection provides a unique 'inside' perspective on issues

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