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Ian Innes Special Counsel +61 7 3069 6217 ianinnes@bakermckenzie.com Peter Lucarelli Partner +61 3 9617 4407 peterlucarelli@bakermckenzie.com Restructuring & Insolvency | iii Should this communication contain a marketing message that you would prefer not to receive in the future, please email bakermckenzie Some company management may be

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evaluation of the marketing concept and the way in which marketing is taught (McCole 2004) What, perhaps, is needed is an improvement in communications between the academic and the practitioner, although there are merits in maintaining academic objectivity over the pressures of marketing management practice (Brennan 2004)

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Management: A General Theory, John R. Berry, Discoverer, 2002

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