

# Writing & Implementing A Marketing Plan: A Guide For Small Business Owners (Crisp Fifty-Minute Series) By Richard Gerson

By Richard Gerson

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**Gerson : Books, Author Introduction, Biography and -**

Richard Gerson is the author of following books: Writing & Implementing a Marketing Plan: A Guide for Small Business Owners (Crisp Fifty-Minute Series)

<http://www.openisbn.com/author/Gerson/>

**MBA\_FT\_2013 -**

Sharan J Gerson, and Steven M Gerson. 2008. Technical Writing: International Business. UNIT III BUSINESS PLAN UNIT IV LAUNCHING OF SMALL BUSINESS

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