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Book Preface. The overriding goal of the revision for the 14th edition of Marketing Management was to create as comprehensive, current, and engaging MBA marketing textbook as possible. Where appropriate, new material was added, old material was updated, and no longer relevant or necessary material was deleted. Marketing Management, 14th edition, allows those instructors who have used the 13th ...

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### **E. Jerome McCarthy - Wikipedia**

Eduardo Alves, Director, Risk Services, S&P Global Market Intelligence Eduardo Alves is an analytical team lead at S&P Global Market Intelligence's Risk Services. He delivers risk management solutions for financial institutions of varying sizes and specialties, with a primary focus in the Americas region.

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