

# بسمه تعالی

زبان تخصصی مدیریت "بازاریابی" برای  
دانشجویان کارشناسی ارشد رشته های  
مدیریت بازرگانی، مدیریت اجرایی، و

MBA

گردآوری و تالیف:

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In The Name of God

“MARKETING”

E.S.P English For Business Management,  
Executive Management, industrial  
Management and MBA Students  
(First Edition)

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IN THE NAME  
OF GOD

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## PREFACE

This volume is designed to be used by students of business management, MBA and related fields at Payame Noor university and other Iranian universities.

The compilers have attempted to provide student with the text and with practice in reading skills.

The texts are technical ones in management and the exercises help students check their understanding.

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