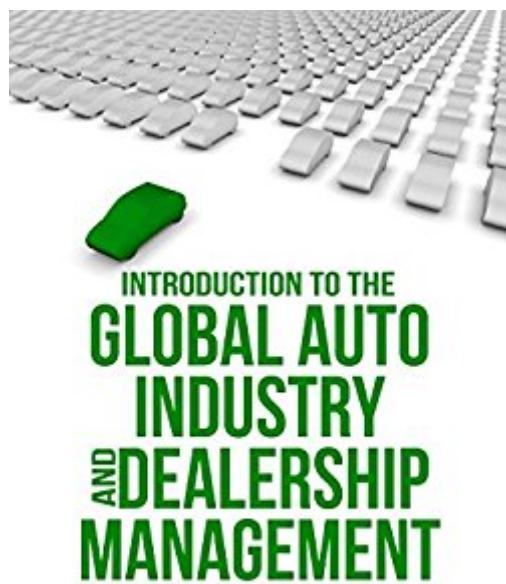


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Introduction To The Global Auto Industry And Dealership Management



STEVEN BRAZILL



Synopsis

An introduction to common practices in the auto industry, with an emphasis on the retail side of the business. Its focus is on managerial and marketing concepts, not the technical side of cars as machines.

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