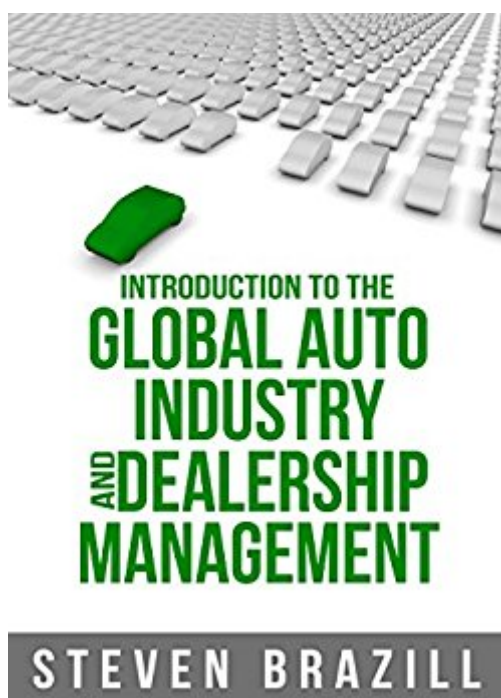




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Introduction To The Global Auto Industry And Dealership Management



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.

Book Information

File Size: 5562 KB

Publisher: Jet Lag Books (March 16, 2017)

Publication Date: March 16, 2017

Sold by: Æ Æ Digital Services LLC

Language: English

ASIN: B06XPTKDWD

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #317,856 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #26

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