

# Cracking The Coding Interview Book

**Karin Nielsen-Saines**

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frameworks and useful business and  
management concepts drawn from  
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for current managers who don t have  
the time or inclination to enroll in an  
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their study

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web there is a strong need to explore  
the concept and phenomena of imc  
directly in the real world of  
communication communication is the  
basis of all marketing activities the  
purpose of integrated marketing  
communications strategy is to work  
toward the common goal of customer  
focused marketing