


BOOKS & CHAPTERS

   https://bib.irb.hr/datoteka/987272.Principi_prodaje.pdf


3. Kadic-Maglajlic S., Chaker N.N. & Arslanagic-Kalajdzic M. (forthcoming) The same only different: Seven steps of selling in emerging markets in Handbook of Research on Sales, Elgar Original Reference series eds. Fernando Jaramillo and Jay Mulki, Edward Elgar Publishing

CASE STUDY