



## A Principles of Marketing (Asia English Version 2) (marketing guru Kotler writing the forefront of(Chinese Edition)

By MEI ) KE TE LE DENG ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-05-01 Pages: 651 Publisher: China Machine Press Information title: Principles of Marketing (Asia English Version 2) (marketing guru Kotler writing the the forefront of marketing theory and Asia (especially China) Enterprise Showcase perfect blend of classic English version of the latest revision) List Price: 79.00 yuan: (U.S.) Kotler waiting Publisher: the mechanical industrial Publishing Date :2012-5-1ISBN: 97871111382522 words : Pages: 651 Edition: 1 Binding: Paperback: 16 product size and weight: Editor's Choice book applies to institutions of higher learning marketing professional undergraduate. graduate. mba students and teachers. can also act as market researchers and enterprises managers reference books. The EXECUTIVE SUMMARY book is a textbook designed for students and teachers of Asian marketing professional. The book is based on a powerful theory: Marketing is the science and art of one to create and manage profitable customer relationships. marketers must be good at management companies inside and outside the partnership. jointly maintain the customer relationship. The book elaborated at the beginning to build profitable customer relationships. and then expand the topics in each chapter. The book also...



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