



Marketing Theory and Practice(Chinese Edition)

By REN HUI FU

paperback. Book Condition: New. Language:Chinese.Pages Number: 224 Publisher: People's Post Pub. Date :2011-7-1. Marketing Theory and Practice work based marketing background. closely linked to marketing staff the necessary knowledge. skills and attitudes. the use of task-driven mode. Design overview of marketing. market analysis. market buying behavior analysis. target market strategy. product strategy. pricing strategy. channel strategy. marketing strategy and online marketing 9 modules and training projects. Marketing Th.



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