



Market Marketing Management - Theory and Applications (Eleventh Five-Year)(Chinese Edition)

By ZHAO XIAO YAN

paperback. Condition: New. Language:Chinese.Paperback. Pages Number: 0 Publisher: Beijing Aerospace University Press Pub. Date: 2010-09-03 This book is a series of marketing materials is one of the MBA class marketing programs based tutorials. Book is based on the core curriculum classes in Business Administration - Marketing of teaching the basic requirements to write. Mainly from the practice of marketing management and a combination of angles. emphasizing the application of marketing management. The book is divided .



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