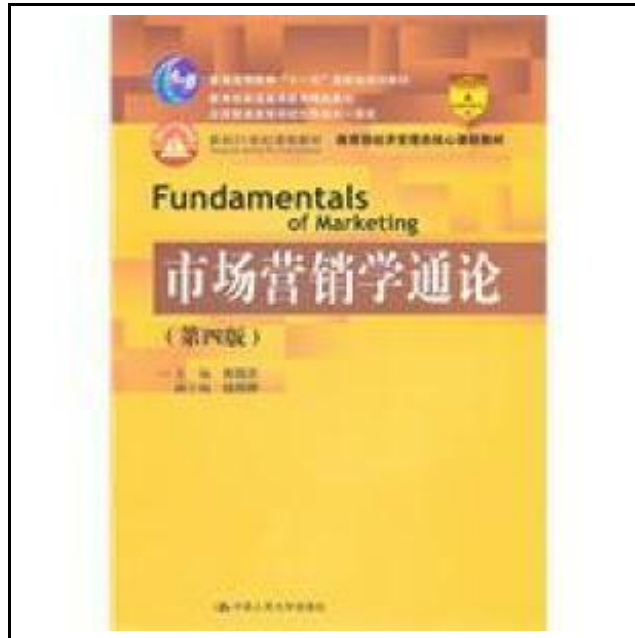


Marketing Theory - (Fourth Edition)(Chinese Edition)



Filesize: 6.09 MB

Reviews

This pdf is fantastic. Sure, it can be engage in, nevertheless an interesting and amazing literature. Its been developed in an remarkably straightforward way and is particularly merely after i finished reading through this publication where in fact transformed me, change the way in my opinion.
(Mr. Lee Simonis PhD)

MARKETING THEORY - (FOURTH EDITION)(CHINESE EDITION)



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 436 Publisher: People's University of Pub. Date :2011-3-1. This book systematically introduces the related marketing concepts, basic principles, practical tools and models, to fully absorb and learn the latest achievements of domestic and foreign academic, the marketing practices of Chinese companies a lot of description of the marketing discipline to show future trends. This book has the following features: 1. Complete system to meet the teaching requirements. As a complete exposition of this course module covers the knowledge and knowledge point, the structure and content of the chapter and strive to meet the teaching requirements, depth appropriate to facilitate the teachers according to teaching requirements drawn. 2. Fresh cases and information. Try to use data since 2010, and representative case, focusing on China's typical marketing practice. 3. Guide the development of academic disciplines. Fully reflect the latest domestic and international marketing research results, development of the subject to indicate the basic direction and focus for the students to further pave the way learning and research and guidelines. 4 teaching resources. With a library of teaching resources, including teaching guide, test bank, case, extended learning modules, teachers can use this book online from the library administered by the NPC (www.rdj9.com.cn) free download. Contents: Section 1 Introduction Chapter 1 Section 1 Introduction to Marketing Overview Section 2 Section 3 Marketing School of Marketing and related marketing disciplines Section 4 Section 5 of the content of the importance of marketing 2 Chapter philosophy of marketing and new progress in the evolution of marketing concept in Section 1 Section 2 of the marketing mix of expansion and evolution of the strategic plan and Chapter 3. Section 1 of marketing management...



Read Marketing Theory - (Fourth Edition)(Chinese Edition) Online



Download PDF Marketing Theory - (Fourth Edition)(Chinese Edition)

Relevant Books



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

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 :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

[Save eBook »](#)



TJ new concept of the Preschool Quality Education Engineering: new happy learning young children (3-5 years old) daily learning book Intermediate (2) (Chinese Edition)

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 :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save eBook »](#)



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

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 :2005-09-01 Publisher: Chinese children before making Reading: All books are the...

[Save eBook »](#)



Edge] the collection stacks of children's literature: Chunhyang Qiuyun 1.2 --- Children's Literature 2004(Chinese Edition)

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: 2005 Pages: 815 Publisher: the Chinese teenager Shop Books all book....

[Save eBook »](#)



YJ] New primary school language learning counseling language book of knowledge [Genuine Specials(Chinese Edition)

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 :2011-03-01 Pages: 752 Publisher: Jilin University Shop Books All the new...

[Save eBook »](#)