Marketing tutorial (fifth edition) (21st century marketing textbook series; Eleventh Five-Year(Chinese Edition)



Filesize: 5.09 MB

Reviews

An incredibly great ebook with lucid and perfect explanations. It is actually rally fascinating through studying period of time. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Josefina Yundt)

MARKETING TUTORIAL (FIFTH EDITION) (21ST CENTURY MARKETING TEXTBOOK SERIES; ELEVENTH FIVE-YEAR(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: Unknown Pages: 363 in Publisher: basic information of the Chinese People's University Press List Price: 38.00 yuan Author: Ji main spinning China Press: China People's University Press ISBN: 9787300157122 Page: 363 Edition: 5 Binding: Paperback: 16 Published: 2012 -5-1 printing time: Words: 527.000 commodities identification: 22794014 Abstract Author catalog introduction to marketing a market analysis Chapter 1 market marketing a market first two marketing its role 3 Chapter 2 the concept of market operators marketing environment. an enterprise marketing and marketing environment 2 population. environment, the three economic environment 4 political and legal environment five cultural and natural 3 consumer market and the characteristics of the buying behavior of the two consumer market. Chapter 3 of the technical environment of six micro-environment of the corporate marketing consumer market. a market classified buy objects 4 major influence consumer buying Chapter 4 factors in five consumers purchase decision-making process industry market. an industry market scope and characteristics of two industry market purchase object three industrial users of the market buying behavior of four industry marketing mix strategy characteristics and development trends articles the market choose Chapter 5 marketing information system and marketing research an enterprise Camp 2 Kai and information marketing information system concept and form three marketing research Chapter 6 corporate strategic plan 2 of the strategic planning process. one part of a meaning of corporate strategy and corporate strategic plan: Determine the three strategic planning process of the corporate mission and objectives: to expand their business - choose four of the desirable growth opportunities strategy planning process: the development of the five corporate development of the product portfolio strategy with Chapter 7 of the marketing...

Read Marketing tutorial (fifth edition) (21st century marketing textbook series; Eleventh Five-Year(Chinese Edition) Online

Download PDF Marketing tutorial (fifth edition) (21st century marketing textbook series; Eleventh Five-Year(Chinese Edition)

Other Kindle Books



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...

Read Book »



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

Read Book »



JA] early childhood parenting: 1-4 Genuine Special (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 :2006-01-01 Pages: 179 Publisher: the China Pictorial Our book is all...

Read Book »



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...

Read Book »



Genuine book Oriental fertile new version of the famous primary school enrollment program: the intellectual development of pre-school Jiang(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 :2012-09-01 Pages: 160 Publisher: the Jiangxi University Press Welcome Salan. service...

Read Book »