Genuine entrepreneurship training materials: Marketing 9787504528117(Chinese Edition)

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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 :1999-12-01 Pages: 213 Publisher: Basic information of China Labor and Social Security Publishing House title: entrepreneurship training materials: marketing original price: 9.00 yuan Author: Ministry of Labor and Social Security textbook Office of Press: China Labor Social Security Publishing Date :1999-12-01ISBN: 9787504528117 Words: Page: 213 Edition: 1 Format: Folio: Weight: Edit Recommended Summary Marketing research enterprise and how according to customer demand for tissue products. and how to products transferred to the hands of customers. to meet customer needs. thereby enhancing the competitiveness of enterprises and economic benefits. Entrepreneurship training materials: marketing is divided into nine chapters. the contents include marketing overview marketing environment. buying behavior analysis. market segmentation and target market selection. modern marketing strategy. product strategy. pricing strategy. promotion strategy and distribution channel strategy and so on. Entrepreneurial training materials: marketing expounded the theory of Western marketing. combined with the current domestic enterprises and the market situation. each chapter with countries inside and outside the famous instance of corporate marketing and the use of the theory to be parsed. The content and form of...

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