Marketing management architecture -(Chinese Edition)

Filesize: 2.35 MB

Reviews

Extensive information for ebook fans. It generally is not going to expense a lot of. I discovered this publication from my dad and i suggested this ebook to discover.
(Ivah West)

MARKETING MANAGEMENT ARCHITECTURE -(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 :2012-10-01 Pages: 362 Publisher: University Press title: marketing management architecture - Price: 49 yuan: (U.S.) Kotler waiting Publisher: Peking University Press date :2012-10-1ISBN: 9787301212431 Words: 487.000 yards: 362 Edition: 1 Binding: Paperback: 16 product size and weight: Editor's Summary This book is a best-selling textbook marketing guru Kotler book Marketing Management (l3 Edition) minified version. The book consists of seven parts: Part 1 is about marketing management; Part 2 is associated with the customer; Part 3 is to create a strong brand; Part 4 is to create a market supplies; Part 5 is to provide value; 6th part of the value of the spread; Part 7 is to achieve successful long-term growth. Contents Preface Part 1 Chapter 2 about marketing management as defined in Chapter 1 of the 21st century marketing to develop and implement marketing strategies and plans Chapter 3 to understand the market. Chapter 4. Part 2 associated with the customer market demand and marketing environment to create customer value satisfaction and loyalty Chapter 7. Chapter 5 Chapter 6 enterprise market analysis of consumer market analysis to identify market segments and target markets - Part 3 Chapter 8 of shaping a strong brand to create brand equity Chapter 9 Part 4 of positioning and competition to build Design and Management Chapter 12 the market supplies Chapter 10 Chapter 11 to develop the product strategy and product life cycle stages of marketing services to develop pricing strategies and plans in Part 5 Chapter 13 provides the value of the value of the design and management of network and marketing channels first 14. wholesale and logistics management - Part 6 Chapter 15 of the spread of...

Read Marketing management architecture -(Chinese Edition) Online
Download PDF Marketing management architecture -(Chinese Edition)

See Also

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 ePub »

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...

Save ePub »

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 ePub »

9787538264517 network music roar(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 :2003-01-01 Pages: 273 Publisher: Liaoning Education Press title: music network roar...

Save ePub »

Primary language of primary school level evaluation: primary language happy reading (grade 6)(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 :2012-07-01 Pages: 92 Publisher: Tibet People's Publishing House basic information about...

Save ePub »