



Marketing Theory - (Fourth Edition)(Chinese Edition)

By GUO GUO QING

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....



READ ONLINE
[7.56 MB]

Reviews

Very useful for all group of people. It is amongst the most incredible pdf i actually have read through. Its been written in an extremely straightforward way and it is just right after i finished reading through this pdf by which basically modified me, change the way i think.

-- **Felicia Nikolaus**

These sorts of ebook is the ideal book offered. It can be written in simple terms rather than confusing. I discovered this pdf from my dad and i advised this publication to understand.

-- **Mr. Alejandrin Murphy PhD**