



## Marketing Theory and Practice (the Eleventh Five-Year universities boutique planning materials) Shih Hsin clear(Chinese Edition)

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By ZHANG SHI XIN

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: 2008 Publisher: Tsinghua University Press. Beijing Jiaotong University Press. basic information about the title: the theory and practice of marketing planning materials (Eleventh Five-Year universities boutique) List Price: 32.00 yuan: World Press not only as institutions of higher learning: Tsinghua University Press. Beijing Jiaotong University Press Publication Date: 2008 ISBN: 9787811230970 words: Page: Revision: Binding: Folio: the size and weight of the product: Editor's Choice. Marketing Theory and Practice MBA in undergraduate textbooks. but also can be used as elective materials science. engineering. agriculture. medicine and other non-business administration. self-learning and training on modern enterprise management and marketing personnel. also has a high reference value. SUMMARY The book systematically and comprehensively expounded the basic principles and basic methods of marketing. and financial latest marketing research. Its main contents include: Introduction to Marketing. marketing environment. consumer markets and organizational markets. market research and forecasting. market segmentation and target market. market competition strategy. product strategy. pricing strategy. distribution strategy. promotion strategy and market marketing management. The book not only as

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