



Marketing management architecture -(Chinese Edition)

By MEI) KE TE LE DENG ZHU

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 :2012-10-1 ISBN: 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 (13 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...



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