



New institutions of higher learning of economics and management planning textbook Specialty Series: Modern Marketing(Chinese Edition)

By CHEN WEI

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 :2012-05-01 Pages: 381 Publisher: Tsinghua University Press. basic information title: New institutions of higher learning of economics and management planning materials specialized courses Series: MODERN MARKETING Original Price: 36.00 yuan Author: Chen Wei published community: Tsinghua University Press Publication Date: May 1, 2012 ISBN: 9787302283386 Words: Page: 381 Edition: 1st Edition Binding: Paperback: Weight: 558 g Editor's Choice New institutions of higher learning of economics and management The planning materials specialized courses series: modern marketing study features: a new perspective. the system introduces the basic theories and methods of modern marketing. focusing on modern marketing. product strategy. pricing strategy. channel strategy. marketing strategy and its application. With a typical case. through the analysis of the case. to improve the combat ability of the students. The combination of this theory to teach and marketing real conducive to classroom teaching from teaching to student-centered. shift from imparting knowledge to enhance their skills. Each chapter with a question for convenient for teachers to to grasp classroom teaching major and difficult; help students master the curriculum knowledge. to improve students'...

Reviews

These kinds of ebook is the greatest pdf accessible. Of course, it can be engage in, continue to an interesting and amazing literature. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Callie Schmeler III**

I just began looking over this pdf. It is one of the most amazing pdf i have study. I discovered this book from my dad and i recommended this pdf to understand.

-- **Merritt Kilback II**