



Genuine] Marketing Management: Knowledge and Skills (10th Edition) J Paul Peter (J.PaulPeter) (Chinese Edition)

By J? BAO LUO ? BI DE (J. Paul Peter)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-06-29 Pages: 487 Publisher: Basic information of the Chinese People's University Press title: Marketing Management: Knowledge and Skills (10th Edition) List Price: 65.00 yuan Author: J Paul Peter (the J. Paul Peter) Press: China Renmin University Press Publication Date: June 29, 2012 ISBN: 9787300157511 words: Page: 487 Revision: 1 Binding: Paperback: 16 commodity identification: asinB008JAPFKI Editor's Choice marketing management (knowledge with the skills of the 10th edition) by J Paul Peter. Little James H Donnelly compiled with. a total of Qi Pian. starting from the basic principles of marketing. by analyzing a large number of marketing cases and issues. for the reader to provide a marketing basic way method. and use the network exercises to enrich the textbook case. The book starts from the fifth part from two levels of strategy and tactics of marketing practice through case make a comprehensive analysis and guidance. The last one to do high-quality marketing planning program enlightening commentaries. EXECUTIVE SUMMARY No 1. Distribution marketing issues and cases part of the Marketing Management Essentials Part 2 Part 3 Part 4...



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