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(Ms. Kirstin O'Kon)

THE NANKAI CASE SERIES: EXHIBITION EVENT MANAGEMENT CLASSIC CASE(CHINESE EDITION)



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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 Pages: Wang ching Publisher: Nankai University Press conferences and exhibitions is a typical project. each exhibition project has its own peculiarities. Exhibition activities as a special kind of project has its unique operation of the law. their success or failure has its regularity. In-depth study of the classic exhibition case has important implications for business management. theoretical research and case teaching. There are already a lot about the MICE business management books. but the Exhibition classic case of in-depth analysis of the books and information is still very small. All along, we had this idea. that is. long-term follow some of the classic exhibition projects. in-depth understanding of the law of the operation of these projects. experience. and even lessons and publication of the results of these studies and share. The Nankai Case Series: Exhibition event planning and management classic case is the first step of our ideas into action. With further research. the future will have been published similar case books. Book is a selection of 17 cases of exhibition activities. divided into two parts. the previous Convention and Exhibition Case. Part II festivals case. These cases are generally long-term held. the formation of brand at home and abroad. has a considerable impact. Contents: Part I: Convention and Exhibition classic case Davos Forum - a model of the NGO meeting of the Boao Forum for Asia - Asia 2010 Shanghai World Expo to seek win-win way - City. Better Life 1999 Kunming International Horticultural Exposition - China Import and Export Fair (Canton Fair) - lit life with flowers - linking China and the World China-ASEAN Expo - Innovation and Development of Beijing International Automotive Exhibition...



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