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INTERNATIONAL MARKETING (IN HIGHER EDUCATION IN THE 12TH FIVE-YEAR PLAN KEY TEXTBOOK) (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. Pub Date :2012-04 Pages: 312 Publisher: Lixin Accounting Press [Book Description] Zhang Zhandong editor of international marketing Total international marketing overview of international marketing environment. international marketing research. international marketing strategy. international marketing. product strategy . the eight chapters of the distribution strategy. pricing strategy in international marketing. international marketing and international marketing promotion strategy. in order to facilitate learning in each chapter with a summary and self-test exercises. Directory Chapter International Marketing Overview Section I Principles of Marketing and International Marketing market concept in international marketing in section II of Section III of the marketing mix in international marketing Section 4 Chapter Summary of the latest theories in international marketing macro environment analysis Section II of the industrial environment in the international marketing thinking and practice of the second chapter of the international marketing environment in Section 1 International Marketing Analysis Section III competitors in the international marketing analysis of the fourth quarter in the international marketing of consumer analysis in this chapter Chapter Summary thinking and practice section I of the international marketing research. international marketing information system section II. section III. Chapter Summary thinking and practice of international marketing research. international marketing survey of international marketing strategy for the first section of international market segmentation international product portfolio strategy Section IV International Festival international target market. product strategy. international product life cycle strategy section III. section I. section II of the overall concept of international product positioning in the fifth chapter of the international marketing of the thinking and practice of the Chapter Summary Section 3 international goals new product strategy section V of the international product name. brand and packaging strategy thinking and practice of the...



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