



## Marketing and management skills: practical operation and typical case Britannica(Chinese Edition)

By DING HUI REN

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: 2013 Pages: 524 in Publisher: China Legal Publishing House marketing techniques and management: practical operation. the typical case book is a way to show text plus chart books. its contents include: market Marketing job setting and specific responsibilities; market analysis and forecast of the actual methods of operation; sales management system. programs and processes; market research management system and workflow; management practices operation of the marketing plan; product. brand development and management; customer service management systems. programs and processes; channels and advertising and promotion management practices operation. and so on. In addition. the back of each chapter of the book is accompanied by a typical case of marketing. industry experts have a very wonderful comments on the pros and cons of the enterprises in the marketing work. and believe that after reading the marketing managers will get a lot of inspiration. Contents: Chapter marketing functions of the institutions set up and manage programs Section 1 marketing departments post set a marketing positions set two. the marketing department job setting sales positions set four positions of the...



**READ ONLINE**

### Reviews

*Merely no words to describe. I have got study and i am confident that i am going to planning to go through yet again once again in the foreseeable future. You will like just how the writer compose this publication.*

**-- Devante Schmitt**

*Complete guideline! Its this sort of excellent read. I could comprehended every little thing out of this written e publication. Its been designed in an remarkably easy way and it is only right after i finished reading this publication by which really transformed me, affect the way i think.*

**-- Prof. Shanie Schinner Sr.**