

The clothing enterprise marketing management ginger pregnant S51(Chinese Edition)



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Reviews

It is an awesome book that we have possibly go through. It is actually writter in straightforward words and phrases and not confusing. It is extremely difficult to leave it before concluding, once you begin to read the book.

(Tierra Kunde)

THE CLOTHING ENTERPRISE MARKETING MANAGEMENT GINGER PREGNANT S51(CHINESE EDITION)



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 :2001-01-01 Publisher: basic information about the title of the textile industry: clothing enterprise marketing management original price: 12 yuan Author: the Jiang Huai editor Press: Textile Industry Publication Date :2001-01-01 ISBN: 9787506418959 words: Page : Revision: Binding: Folio: Weight: Editor's Choice SUMMARY The book is aimed at small and medium garment enterprises in the actual situation. systematically expounded the basic theory and application of methods of apparel marketing management. Main content marketing opportunity analysis. market segmentation. target market selection and market industry-bit. apparel product strategy. pricing strategy. distribution channel strategy. promotional strategy. marketing organization and control. The book is available for professional clothing Vocational and Technical College. secondary school. technical school. vocational high school. factory apprentice 'training young workers rotational training as a basic textbook or reference materials are also available for the garment making self-self-employed and enthusiasts. Catalog introduction. the characteristics of the apparel industry. apparel industry operating characteristics. China's clothing market marketing and marketing management first section market battalion marketing and marketing different marketing two Section 2 Enterprise Marketing The guiding ideology of marketing a production concept stage two marketing concepts to the significance of the four social marketing concept stage of the third quarter of marketing management and marketing management marketing management and strategy of the three marketing concept stage marketing management process thinking questions second marketing opportunities The main factor analysis of the first marketing information systems and marketing research marketing information system of a the clothing market information two garment enterprises the three clothing section II of the marketing research consumer buying behavior analysis of an impact on consumer buying behavior purchase decision-making process Festival clothing market forecasts major way of thinking...



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