



Marketing more sexy(Chinese Edition)

By LI ZHI

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: 240 Language: Chinese in Publisher: CITIC Publishing Durex heavy rain shoe covers. Du Fu was busy. Yuan Fang you how to look. Jiangnan the Style . In the era since the big bang of the media. your marketing still follow the traditional old-fashioned it? The chestnuts that: the real marketing is not selling. but seduce. In the author's view. consumers in the extent to which the fascination with a brand. follow it. and spread it. to define the degree of a brand sexy. Of creative brand is divided into four major categories of: big sexy star type. type of draft star. ladylike type. dinosaur-type. On the basis of the four major categories. and from three dimensions - resonance. lifestyle and consumer experience. Durex shoe covers. Steve Jobs Biography. Puwen youth first-hand material. combined some other cases of success or failure. illustrations. Yizhuang also harmonic described successful interactive marketing should be how to do. how individuals or institutions should build up their own influence. Of her usual witty text. changed the professional image of the...



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