

## The genuine International Marketing Practice (Vocational international business class series of textbooks of the 12th Five-Year Plan)(Chinese Edition)



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### **Reviews**




*This publication is great. It is full of wisdom and knowledge You will not really feel monotony at at any time of the time (that's what catalogs are for relating to when you ask me).*  
(Dr. Everett Dicki DDS)

## THE GENUINE INTERNATIONAL MARKETING PRACTICE (VOCATIONAL INTERNATIONAL BUSINESS CLASS SERIES OF TEXTBOOKS OF THE 12TH FIVE-YEAR PLAN)(CHINESE EDITION)



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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 :2012-06-01 Pages: 201 Publisher: the Chinese financial Basic information title: international marketing practices (the 12th Five-Year Plan of the Vocational international business class textbook series) List Price: 28 yuan Author: Wang Jing Publishing community: the Chinese financial publication date :2012-06-01 ISBN: 9787504963895 Words: Page: 201 Revision: Binding: Folio: 16 Weight: Editor's Wang Jing editor of International Marketing Practice a main personal virtual The toiletries company - million Jiao company. its ready to carry out overseas marketing activities as a clue to mode of learning situations. lead the students to carry out the tasks. Each learning situation first clear learning objectives. including the ability to target and knowledge objectives; then given tasks allow students to participate in every aspect of the company to carry out marketing business. and increase interest in learning; given to carry out the next operation demonstration The idea of ??international marketing activities. let the students know that the knowledge of when to use and how to use; closely around the task needs to to select theoretical knowledge and given more than two typical cases as scalability reading material to expand the student ideas broaden students' horizons; Finally. through training and thinking exercises allow students to complete the various tasks involved in group activities. strengthening operational capacity and enhance the understanding of knowledge. This material can be used as tertiary institutions teaching materials. as corporate training materials and reference materials and self-study materials. Summary Wang Jing editor of the International marketing practices to develop professional competence as the core manifestation of combining learning with task-driven. project-oriented teaching mode. stressed that the practice of the student marketing capabilities tune. The book is divided into four twelve...

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