



Business Models on Culture Industries.

By CHEN SHAO FENG

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback Pages. Number: 340 Language: Simplified Chinese Publisher: Peking University Press; 1st edition (August 1. 2011). Peking University. the basic materials of the cultural industries: cultural industries business model to study how the culture-driven economy and industrial development. to explore the cultural industries business model, and analyzes the characteristics of the cultural market and product characteristics. customer orientation and its dual customer characteristics in shaping the cultural brand. as well as entrepreneurs in management selection and to improve the content of business models. The book not only summarizes and extracted about 60 kinds of common business model and a brief case. but also more systematic presentation of the main industries of the cultural industry development trends and their business model selection problem. Four Satisfaction guaranteed, or money back.



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