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Network Marketing (Second Edition) (xv Planning) (cross-Tech)

By QU PENG ZHI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 336 Publisher: Higher Education Press Pub. Date :2005-6-1. This book is the first edition of Department of Higher Education launched under the direct guidance and support of institutions of higher learning for the 21st century series of e-business professional materials. one Ministry of Education through expert review. after the revision was recommended as the Ministry of Education Tenth Five Plan state-level textbook. The book is 14 chapters. the first chapter concisely describes the principles of modern marketing. the subsequent chapters of comprehensive and systematic account of the basis of network marketing environment. market characteristics of the network. network marketing. strategic planning. network market research methods and tools network market products and pricing strategies. network marketing channel. online advertising and marketing services strategy. implementation and control of network marketing and network marketing integrated application methods. etc. the final chapter gives some complete network marketing success the case. Book is a complete system. structured. emphasizing the combination of theory and practice. the actual cases are representative. to facilitate the reader to learn to master the basic theory of network...



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