



## The genuine strategic marketing planning (2nd Edition) 9787509620106(Chinese Edition)

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By DING XING LIANG

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 :2012-08-01 Pages: 200 Publisher: Economic Management Press title: strategic marketing planning (2) List Price: 28.00 yuan: Dingxing Liang Press: Economic Management Press Publication Date: 2012 August 1 ISBN: 9787509620106 Words: Page: 200 Edition: 2nd Edition Binding: Paperback: Weight: 299 g Editors' Choice DING Xing-liang, SUN Xiao-ed strategic marketing planning is divided into three parts: strategic marketing . strategic marketing planning. execution and control. This book focuses on the second and third part. Of six chapters of the second part. respectively. from the business strategy. enterprise market environment. customers look at the product look. competitor analysis. channels six angles of each market planning method. each step strategy elaborate case practices. So the reader a vivid visual experience one of the principle. so off now. Any good plan needs a professional team to perform. how to create a marketing team of information technology. and how the the funnel principle of use specific practical work is the third part of the key elements of the implementation and control . EXECUTIVE SUMMARY This book analyzes the entry point of the...



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