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By LAO DONG HE SHE HUI BAO ZHANG BU JIAO CAI BAN GONG

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Weight: Edit Recommended Summary Marketing research enterprise and how according to customer demand for tissue products. and how to products transferred to the hands of customers. to meet customer needs. thereby enhancing the competitiveness of enterprises and economic benefits.

Entrepreneurship training materials: marketing is divided into nine chapters. the contents include marketing overview marketing environment. buying behavior analysis. market segmentation and target market selection. modern marketing strategy. product strategy. pricing strategy. promotion strategy and distribution channel strategy and so on.

Entrepreneurial training materials: marketing expounded the theory of Western marketing. combined with the current domestic enterprises and the market situation. each chapter with countries inside and outside the famous instance of corporate marketing and the use of the theory to be parsed. The content and form of...

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