

《The Practical Guide》

图书基本信息

书名：《The Practical Guide to Sales & Marketing Management (精装)》

13位ISBN编号：9780137758678

10位ISBN编号：0137758677

出版时间：1998年6月1日

出版社：Prentice Hall

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页数：390 页

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内容概要

This work offers anyone with sales and marketing responsibilities an understanding of how these departments operate, and how they can better achieve their sales goals. Case studies are featured, as well as the inclusion of sample forms. Areas covered include the product development process, market share strategies, competitive research, campaign creation and execution, and the role of advertising and promotion.

length: (cm)24.2

Book Dimension

Height (mm) 229

width:(cm) 18.2

Width (mm) 152

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