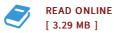




## Automotive and Parts Marketing (4th Edition) (Chinese Edition)

By CAO HONG BING

paperback. Condition: New. Language:Chinese.Paperback. Pub Date: 2014-8-1 Pages: 300 Publisher: Electronic Industry Press book is a general higher education. Eleventh Five-Year national planning materials. five national planning vocational education materials. This book describes the basic knowledge of cars and parts. marketing and basic theory. the book of 14 chapters. the main contents include: China's auto market. automobile marketing environment analysis. automotive marketing strategy. the automotive market segment.



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