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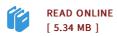
China Chain Store Almanac(Chinese Edition)

By ZHONG GUO SHANG YE CHU BAN SHE

Hardcover. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.HardCover. Pub Date :2012-09 Publisher: China Business Press China Chain Store & Franchise Yearbook 2012 compiled by the China Chain Store & Franchise Association. the annual development context and trajectory record chains in China. bringing together an important carrier of data and case. It covers the development of the domestic supermarkets. convenience stores. specialty stores. department stores. shopping malls and franchise and other retail formats and marketing approach. and overview of the development of the international chains; existing national chain industry overall horizontal longitudinal comparative data. also have development and international trade with horizontal comparison information; but also related to the development of the industry important policies. regulations. major industry format retail enterprise's annual ranking. as well as various industry formats of outstanding brand. model figures and benchmarking enterprise . Of particular concern is that the book current chain industry wide concern annual comprehensive survey and a number of thematic research reports as the main body. from different sides. multi-angle to record and reflect a complete picture of the development of the industry chain. is a Ministry of the...

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