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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 464 Publisher: Wuhan University Press Pub. Date :2007-09. marketing is based on the national higher education self-examination guide Higher Education Commission to develop self-examination Economics and Management. Outline of marketing self-examination (2004 edition) written. Marketing of the first edition published in November 1996. second edition published in September 2000. and now the reader to see the marketing of the third edition. Marketing of the third edition of the architecture made some adjustments. a total of 14 book chapters. than the second edition of reduced 5. thus making the marketing the contents of the education system. while reflecting the latest marketing progress. but also the specific circumstances and self-study candidates closely. In view of marketing in China 20 years to spread. applications and development status. marketing will be part of the concepts. principles. case as simple as possible. working to meet the readers love to read. easy to understand. easy to use needs. taking into account the comprehensive. structural integrity. focused. and many other requirements. Contents: Section I Chapter Introduction to Marketing and Marketing Management Marketing Marketing Management philosophy Section II Section III Section IV marketing management process and related marketing disciplines Section Chapter strategic planning process Strategic Plan Section II with the reverse marketing theory and method fixed beyond the strategic planning process. Chapter III of marketing research and marketing information system forecast Section II Section III the process of marketing research marketing data analysis and measurement of market demand for the fourth quarter Chapter forecast marketing environment marketing environment analysis of Section I Section II Section III of marketing micro environment of macro-marketing environment Chapter market to buy consumer buying behavior behavior analysis Section II Section...

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