



Micro-enterprise marketing classic case set(Chinese Edition)

By WANG CHENG HUI . SONG YAN JING DENG BIAN

paperback. Book Condition: New. Paperback. Pub Date: 2016-03-01 Pages: 175 Language: Chinese Publisher: Economic Management Publishing House micro-enterprise marketing classic case set carefully selected and edited the 13 representative marketing case, both classic case such as Starbucks, millet and other mobile phones. also collected the emergence of new features, such as micro-marketing case Huang Taiji, carved sirloin Lord Jiang white, five grid hostels. Stories written book is not simply describe and explain the impleme.



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