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The clothing enterprise marketing management ginger pregnant S51(Chinese Edition)

By JIANG HUAI ZHU BIAN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2001-01-01 Publisher: basic information about the title of the textile industry: clothing enterprise marketing management original price: 12 yuan Author: the Jiang Huai editor Press: Textile Industry Publication Date :2001-01-01ISBN: 9787506418959 words: Page : Revision: Binding: Folio: Weight: Editor's Choice SUMMARY The book is aimed at small and medium garment enterprises in the actual situation. systematically expounded the basic theory and application of methods of apparel marketing management. Main content marketing opportunity analysis. market segmentation. target market selection and market industry-bit. apparel product strategy. pricing strategy. distribution channel strategy. promotional strategy. marketing organization and control. The book is available for professional clothing Vocational and Technical College. secondary school. technical school. vocational high school. factory apprentice 'training young workers rotational training as a basic textbook or reference materials are also available for the garment making self-employed and enthusiasts. Catalog introduction. the characteristics of the apparel industry. apparel industry operating characteristics. China's clothing market marketing and marketing management first section market battalion marketing and marketing different marketing two Section 2 Enterprise Marketing The guiding ideology of marketing a...



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