



## Marketing Theory - (Fourth Edition)(Chinese Edition)

By GUO GUO QING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 436 Publisher: People's University of Pub. Date:2011-3-1. This book systematically introduces the related marketing concepts. basic principles. practical tools and models. to fully absorb and learn the latest achievements of domestic and foreign academic. the marketing practices of Chinese companies a lot of description of the marketing discipline to show future trends. This book has the following features: 1. Complete system to meet the teaching requirements. As a complete exposition of this course module covers the knowledge and knowledge point. the structure and content of the chapter and strive to meet the teaching requirements. depth appropriate to facilitate the teachers according to teaching requirements drawn. 2. Fresh cases and information. Try to use data since 2010. and representative case. focusing on China's typical marketing practice. 3. Guide the development of academic disciplines. Fully reflect the latest domestic and international marketing research results. development of the subject to indicate the basic direction and focus for the students to further pave the way learning and research and guidelines. 4 teaching resources. With a library of teaching resources....



## Reviews

Excellent e-book and useful one. It is writter in straightforward phrases rather than confusing. I am just very happy to explain how here is the finest publication i have got read through in my very own lifestyle and might be he greatest book for possibly.

-- Viva Schuster

Undoubtedly, this is the best function by any writer. This really is for those who statte there was not a really worth reading. Its been written in an exceptionally basic way which is merely right after i finished reading through this book by which really transformed me, change the way i really believe.

-- Dr. Deonte Hammes DDS