



## vocational education in the country s electricity planning materials Power Marketing(Chinese Edition)

By YANG JIAN PING // SHI RUI LING

paperback. Condition: New. Language:Chinese.Paperback. Publisher: China Electric Power Pub. Date :2007-07-01. This book is the national electricity vocational education planning materials. The book is divided into 13 chapters. the main contents of an overview of the power marketing. power marketing environment analysis. buyer behavior analysis. the power of marketing research. market segmentation. target market and market positioning. product strategy. pricing strategy. distribution strategy . marketing strategy. marke.



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