

<<零售购买管理(英文原版进口)>>

图书基本信息

书名：<<零售购买管理(英文原版进口)>>

13位ISBN编号：9780471723257

10位ISBN编号：0471723258

出版时间：2005-07-14

出版时间：John Wiley\*

作者：CASH

页数：276

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内容概要

Retail buying covers broad areas such as organization of retail establishments, distribution, roles of buying groups, planning and control, choosing vendors, negotiation, pricing, and selling of goods and services to the consumer. This text offers detailed and up-to-date coverage of retail buying, promoting smart decision making in today's complex global marketplace.

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