

<<营销学傻瓜书 Marketing for Dummies>>

图书基本信息

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内容概要

Whether you're looking to expand your business or you're about to start out, this straight – forward guide leads you step by step through every aspect of marketing. Packed with expert tips on identifying customers, using online resources, satisfying your customer's needs and boosting your sales, Marketing For Dummies will help you put together a winning marketing strategy and turn your plans in to profit.

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