

<<市场营销案例:英文>>

图书基本信息

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作者：麦森格(美)

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内容概要

内容提要

销售是制约生产发展的最大瓶颈。

为什么有些营销活

动成功了，而另一些失败了？

其逻辑内核是什么？

本书用

案例方法向一般管理者和学生演示了营销过程的各个环节及其关键所在，是最好的市场营销学教材之一。

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作者简介

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