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Reviews



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THE MARKETING WARRIOR FY RECORDED (SET 2 VOLUMES) (YGS)(CHINESE EDITION)



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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2003-10-01 Pages: 551 Publisher: China supplies basic information title: the marketing warrior FY recorded (Set 2 Volumes) (YGS) List Price: 58 yuan Author: Zhang Hong. Jia New Publisher : China Material Publication Date :2003-10-01 ISBN: 9787504720191 words: the 601.000 yds.: 551 Edition: 1 Binding: Paperback: Weight: Editor's Choice the marketing warrior FY recorded (Set 2 Volumes): This book is China actual case of the elite marketing marketing marketing section cases of inverted meta classic marketing case involving all walks of life. from the strategic to the tactical. from industry to enterprise. marketing. human wisdom and charm once vividly demonstrate. leaving endless inspiration to readers. \ T \ t \ t \ t EXECUTIVE SUMMARY When Pfizer the blue whirlwind of Viagra spread to China. when its not yet formed sweeps across the third wise Jiang Weixin. sensitive to his nose for the market the smell of the opportunities and potential of Viagra in the Chinese market. Coincided with Jiang Weixin male health studies have been carried out for more than ten years. coupled with his market experience accumulated deep well versed knowledge of national policies and regulations. creating a bold decision - cybersquatting. Then staged an episode of Endless Love . Table of Contents Chapter 1 Viagra Endless Love Chapter 2 to build the brand Lenovo brand took the lead in Chapter 3. new marketing ideas to build Chinese brain Valley Chapter 4 integration Chapter 6 marketing advantage Hisense bundling Chapter 5 Dabieshan back garden Changhong fine king value-led market Chapter 7 Shanshan Group franchise brand marketing Chapter 8 gold heliocentric source prime health Chapter 11 thousand miles Chapter 9. Wahaha Beijing market battle in Chapter 10. Nongfushangquan...

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