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Reviews

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(Ezra Bergstrom)

INDUSTRY THE PROMOTIONAL MANAGEMENT FRONT-LINE COMBAT INTERNAL REFERENCE - READ CONSUMERS TO GO ON A PROMOTIONAL ROAD(CHINESE EDITION)



paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 178 Publisher: Economic Management Press title: industry the promotional management front-line combat internal reference - read the consumer to take the road of promotional original price: 40 yuan: IBMG International Business Management Group Publisher: Economic Management Publishing Date :2012-9-1ISBN: 9787509620793 Number of words: 180000 Page: 178 Edition: 1 Binding: Paperback: 16 product size and weight: Editor's Summary IBMG International Business Management Group writing industry promotion management front-line combat internal reference - to read consumers. to go on a promotional road is zero quotient Culture Communication Series one. The book is divided into ten chapters. including: supermarket chain planning manager duties. a new era of consumer marketing environment changes. moving Jie district investigation competitive strategy. planning of promotional activities. customer demand oriented new era of marketing activities planned under the new situation. the buy marketing. promotional display and create an atmosphere of New Year promotion and DM basic requirements and skills. festivals and promotions actual cases. Contents Chapter supermarket chain planning manager duties first brand marketing is the highlight of a. a member of one of the holy grail of brand marketing. brand marketing related multisectoral Section II to promote the sale is a direct function of the planning department. Sales Reports handle every day. monitoring work every day to do the third quarter planning manager must be a generalist. businesses and consumers a bridge of communication. planning assessment indicators Chapter II Section 1 to see the consumer to read the new era of consumer the the environment channels sinking. county-level consumer characteristics. domestic and foreign warring intense three. expand domestic demand. the government power to promote consumption. overall consumer environment includes opportunities aging struck. cited...

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