

<<国际市场营销>>

图书基本信息

书名：<<国际市场营销>>

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内容概要

什么是市场营销的9Ps?为什么国际市场营销如此重要?公司应该在什么时候、在何种条件下进入国际市场?环境变化会产生什么影响,应该如何对这些变化作出反应?本书对上述问题及其他有关问题作了清楚而确切的解释。

对于那些接受短期培训的管理者、MBA,以及想迅速了解这一问题核心内容的教师和学生来说,都不失为极具价值的参考书。

它还可以作为管理人员的藏书,以及那些有抱负的管理人员完善自己知识和技能的参考资料。

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