

<<营销战略>>

图书基本信息

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内容概要

The collections in this series are not meant to be comprehensive, but to present the fundamentals of business. This collection contains eight notes, plus a Harvard Business Review article, that provide a framework for understanding key components of marketing strategy. The items cover both consumer and industrial marketing and address a wide range of classic marketing functions. Because the readers emphasize currency, our usual rule is to exclude any items published more than five years ago. Nearly all the items herein were published since 1999 -- but we happily broke our rule to allow Professor V.K.Rangan's 1994 note on building distribution channels for industrial products.

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书籍目录

Inteoduction Note on marketing MathNote on Low-Tech Marketing MathProduct Policy DecisionsGoing to MarketDesigning Channels of DistributionIntegrated Marketing CommunicationsPricing: A Value-Based ApproachPricing: and Market Making on the Internet Preventing the Premature Death of Relationship Marketing

## 媒体关注与评论

书评Most of the readings in this collection were developed for the Mba or executive education programs of Harvard Business Students also learn the fundamentals of what managers do:how they gather information,make choices,organize their activities,and measure performance.At Harvard Business School,the fundamentals are often taught through background notes -- such as those in this collection - that describe business processes, management techniques,and industries.

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