

<<营销学傻瓜书 Marketing fo>>

图书基本信息

书名：<<营销学傻瓜书 Marketing for Dummies>>

13位ISBN编号：9780764570568

10位ISBN编号：0764570560

出版时间：2007-7

出版时间：John Wiley & Sons

作者：C. Smith 著

页数：358

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内容概要

Whether you're looking to expand your business or you're about to start out, this straight – forward guide leads you step by step through every aspect of marketing. Packed with expert tips on identifying customers, using online resources, satisfying your customer's needs and boosting your sales, Marketing For Dummies will help you put together a winning marketing strategy and turn your plans in to profit.

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