

<<消费新时代>>

图书基本信息

书名：<<消费新时代>>

13位ISBN编号：9787508509778

10位ISBN编号：7508509773

出版时间：2006-9

出版时间：五洲传播

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页数：127

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内容概要

改革开放二十几年来，中国的经济、社会、人们的生活方式和消费观念都发生了巨大的变化——引导家庭消费的商品从当年“百元级”的自行车、缝纫机、手表到80年代末90年代初“千元级”的彩电、冰箱、洗衣机再到如今“万元级”的高清晰大屏幕数字电视、高档家居用品、汽车和房子，人们的消费意识经历着跳跃式的发展。

本书为英文版。

书籍目录

Popular Consumption Focus Multifarious Delicious Dishes Property Purchase Heat Brand and Beautiful Cars Information Consumption Educational Consumption Leisure Consumption Enjoying Domestic Service Holiday Consumption Fashionable Consumptions The Fashion of Beauty Take Care of the Skin Hairdressing Man-Made Beauty Dieting Crazy for Luxury Complex of Brand Watch A Race of Deluxe Cars The Big Fashion Show Costly Cosmetics No Limit to a Young Heart New Models of Consumption Increasing POS Terminals and Banking Cards The Times of "Negative Rich Men" Leasing Consumption Multiple Shopping Sites From Food Market to Convenient Store Chain Store Business in China Shopping Mall: Consumption in Entertainment Online Shopping Consumers and Consumption Concepts Impact of Advertisement Trends Advocated by Vogue Magazines Brands and "Better Life" High Consumption Group The Bridget Jones Economy The Only-Child Generation - "No Savings Clan" Silver Consumption Protecting the Consumer's Rights and Interests

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