

<<中国金融服务市场营销>>

图书基本信息

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内容概要

Part A

provides an overview of the Chinese economy, financial markets, demographics and the individual and corporate financial service sectors. Part B covers the importance and role of marketing in the dynamic and rapidly evolving Chinese financial market with an introduction to the Seven-Ps of marketing and their relevance to Chinese financial services marketing. Part C addresses the need for strategic marketing in the Chinese financial service market. Part D addresses the importance of financial responsibility and accountability in marketing and applies this concept to marketing.

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