

<<营销管理:教程与案例:英文>>

图书基本信息

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<<营销管理:教程与案例:英文>>

内容概要

内容简介

本书是哈佛商学院营销管理标准教材，前半部分介绍了营销中的4P（产品、价格、促销、市场），后半部分介绍了营销过程，是一本很受欢迎的营销管理教材。

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