



Kotler's marketing wisdom(Chinese Edition)

By SHENG TAO

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2013-01-01 Pages: 338 Publisher: Publishing House of Electronics Industry title: Kotler marketing wisdom original price: 32.00 yuan Author: Sheng tao Press: Electronic Industry Press Publication Date: 2013 - 1-1 ISBN: 9787121185984 Words: 395.000 yards: 338 Revision: 1 Binding: Paperback: 16 Weight: Editor's Summary Philip Kotler master of modern marketing. known as the father of modern marketing. current Northwestern University's Kellogg School of Management tenured professor. The book is a collection of the Kotler many writings essence of marketing ideas to help corporate leadership. marketing staff to quickly grasp the essentials and skills of Kotler Marketing. is a rare marketing canon. Contents Chapter 1 good marketing plan is half the battle Marketing is the core of the business strategy to formulate a viable marketing plan. imperative sector strategic planning and corporate strategic plan consistent business strategy - Chapter 2. the emphasis on market research. collecting More information to establish an information system. standardize the management of information do marketing research work is very important market demand is the important research content acquisition marketing intelligence to grasp market opportunities to...

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