



Exhibition Overview (21st Century family planning materials National Vocational Tourism) Exhibition Planning and Management Series(Chinese Edition)

By CUI YI HONG

paperback. Condition: New. Language: Chinese. Pages Number: 231 Publisher: Peking University Pub. Date :2011-09-01 version 1. Cui Yi-hong editor of the Exhibition Overview is the Vocational tourist class professional second five series of textbooks is one of the MICE or direction of the introductory course materials. This book introduces the concept of convention, exhibition activities, history, and secondly for conferences, exhibitions, festivals, incentive travel and other main form of exhibition activities elaborated.

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