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LEVEL MARKETING(CHINESE EDITION)



paperback. Book Condition: New. Language:Chinese.Pub Date: 2014-06-01 Pages: 198 Publisher: Machinery Industry Press level marketing first is to think creatively. Kotler called thinking outside the box. which is different from the vertical marketing of logical thinking. essentially Based on an intuitive creation. The basic steps of this way of thinking is to first select a focus. and then the lateral displacement to cause irritation. and finally to establish a link. This book gives the basic theoretical framework level mark.

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