



Marketing channels: Vision Management (8th Edition)(Chinese Edition)

By BO TE LUO SEN BU LUO MU

paperback. Condition: New. Paperback. Pub Date :2014-02-01 Pages: 478 Publisher: People's University of China Press. the book is classic marketing channel management. both theoretical front and depth. but also reflects the trend of timely development of practice. Version 8 new channels will be selected and mainstream marketing channel strategy and management to better integration. highlighting the strategic importance of marketing channels in marketing management. ? comprehensive and detailed marketing channels for int.

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