



The psychological puzzle series: Fudge China marketing team(Chinese Edition)

By YU BU HUI

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: December 2012 Pages: 328 Publisher: China Youth Publishing House psychological puzzle series: Fudge Chinese marketing principles and methods of Big Secret reveals the real marketing case through a large number of well-known enterprises. these ambushes . Generally. there are three types: 1. Blind Side; 2. Surprise; 3. Match up - the nutshell Fudge. Fudge finished once. then Fudge. until consumers captivated surrender (money to pay the bill). Surface consumers to buy a commodity. with full autonomy; Moreover. by virtue of the hands of the money. the consumer can also businesses insufferably arrogant. requiring the various benefits and ancillary services. Is that true? The real situation is. consumers from exposure to commodity information began to form the impression of goods. generate demand and desire to put the purchase action that consumption feelings afterwards to tell friends and family. most of the merchants orchestrated result of induction. Internal marketing staff and external advertising experts. public relations manager. dealers together to jointly complete the perfect ambush for consumers. Contents: Beginners marketing people must pass through concussion ideas determine a way...



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