



## Marketing Management: Theory and Applications (2nd Edition) Colleges and Universities second five planning materials(Chinese Edition)

By ZHAO XIAO YAN SUN MENG YANG



paperback. Condition: New. Pub Date: 2014-08-01 Pages: 301 Language: Chinese Publisher: Beijing University of Aeronautics and Astronautics Press Marketing Management: Theory and Applications (2nd Edition) Colleges and Universities Twelfth Five Year Plan textbook is the kind of business administration Marketing Basics Tutorial. according to the Business Administration core curriculum - teaching basic marketing requirements of writing. Business Administration in accordance with the training objectives applied talents. th.



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