

The logistics marketing - electronic courseware(Chinese Edition)



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Reviews

Basically no phrases to clarify. It really is rally fascinating through reading time. Once you begin to read the book, it is extremely difficult to leave it before concluding.

(Anabel Zemplak)

THE LOGISTICS MARKETING - ELECTRONIC COURSEWARE(CHINESE EDITION)



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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-09-01 Pages: 279 Publisher: University Press title: the logistics marketing - electronic courseware Original Price: 36 yuan: Zhang Qin editor Press: Peking University Press Publication Date: 2012 -9-1ISBN: 9787301212493 Words: 421.000 yards: 279 Revision: 1 Binding: Paperback: 16 open product dimensions and weight: Editor's Summary Logistics Marketing to the basic theory of modern marketing methods and logistics companies the specific circumstances of the combination of the theories and methods of logistics marketing. and combined with the actual analysis of the marketing strategy of logistics enterprises. the main contents include Introduction to logistics marketing. logistics market research and forecasting. logistics. marketing. environmental analysis. logistics. target market strategy. strategic planning of logistics enterprises. the logistics enterprise products and services strategy. logistics enterprise pricing strategy. channel strategy of logistics enterprises. logistics enterprises promotion strategy. logistics. marketing mix strategy. Each chapter is accompanied by the relevant cases and after-school exercises. to enable teachers to teach and students learn. This book is the structural integrity of theory with practice. can be used as a of Higher Vocational logistics management and related materials. as logistics enterprise management personnel. marketing staff learning and training reference book. The catalog directory back to top logistics Marketing logistics Marketing Chapter 1 Introduction 1.1 Marketing Overview 1.2 Introduction to logistics enterprises 1.3 logistics enterprise marketing afterschool reading exercises Overview Chapter Summary Chapter 2 the logistics market research and forecasting 2.1 Logistics Marketing Information System 2.2 Logistics Marketing research 2.3 Logistics Marketing Forecast Chapter Summary after-school reading exercises Chapter 3 logistics marketing environment analysis 3.1 Logistics Marketing Environment The Analytics Overview 3.2 logistics enterprise customers analyze the analysis Chapter Summary 3.3 logistics enterprises competitors. target market of after-school reading...



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