FIRING UP THE CUSTOMER



FIRING UP THE CUSTOMER 下载链接1

著者:HOFFBERG

出版者:McGraw-Hill Trade

出版时间:2003-12-01

装帧:

isbn:9780071400176

Firing Up the Customer is different from other limited-viewpoint business strategy books. It examines the entire customer experience from products and channels to communications, markets, and in-house

作者介绍:

目录:

FIRING UP THE CUSTOMER_下载链接1_

标签

评论

FIRING UP THE CUSTOMER_下载链接1_

书评

FIRING UP THE CUSTOMER_下载链接1_