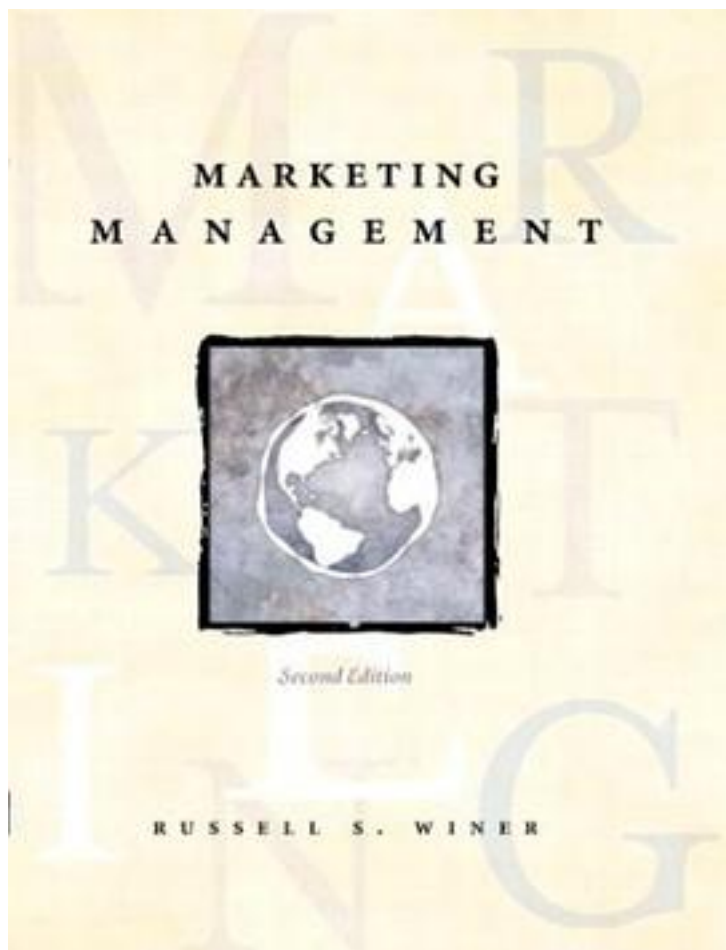


# Marketing Management, Second Edition



[Marketing Management, Second Edition\\_下载链接1\\_](#)

著者:Russell S. Winer

出版者:Prentice Hall

出版时间:2003-05-19

装帧:Hardcover

isbn:9780131405479

This volume reflects the dynamic environment inhabited by today's marketers, helping readers understand the marketplace and the impact of technology on making strategic marketing decisions. Its modern, integrated presentation and strategy-based approach

covers critical, fundamental topics required to succeed in professional work. Subjects include marketing philosophy and strategy such as market research, customer behavior and market structure, and marketing decision-making and analysis, including product decisions, advertising strategy, pricing and customer relationship management. For marketing professionals, product and brand managers. </P>

作者介绍:

目录:

[Marketing Management, Second Edition\\_ 下载链接1](#)

标签

评论

-----  
[Marketing Management, Second Edition\\_ 下载链接1](#)

书评

-----  
[Marketing Management, Second Edition\\_ 下载链接1](#)