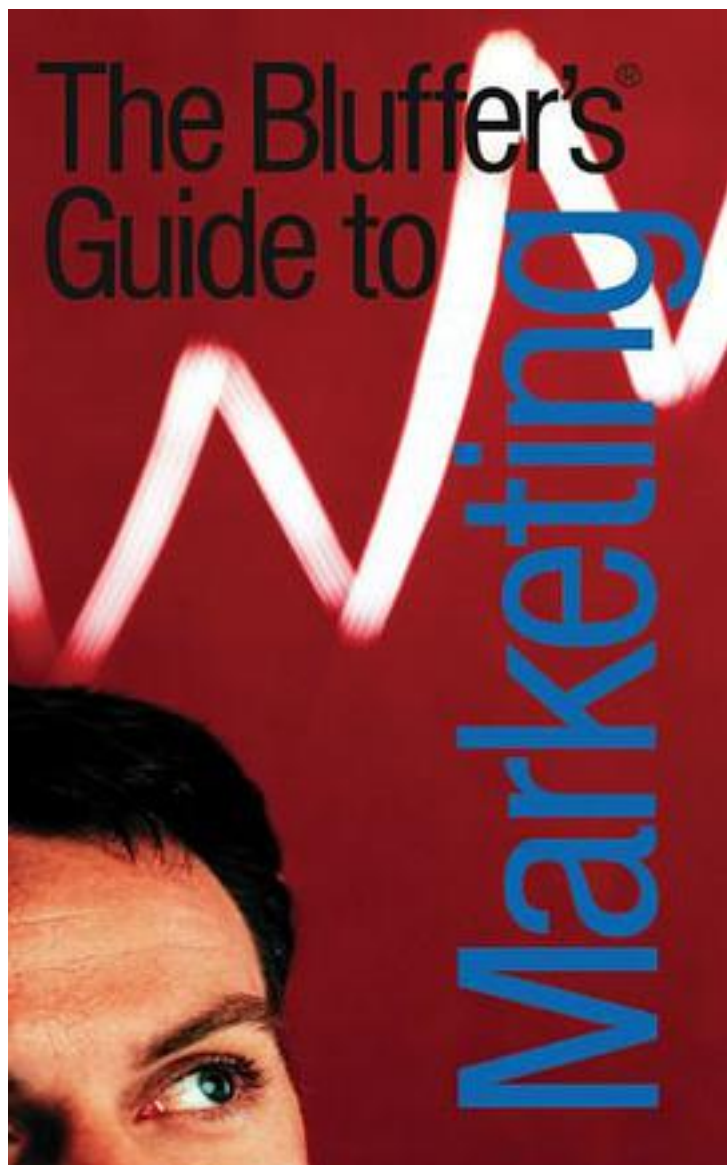


Bluffer's Guide to Marketing



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出版者:Globe Pequot Pr

出版时间:2005-4

装帧:Pap

isbn:9781903096550

"Perceived demand""In lay terms the marketing concept means that you stand a better chance of flogging something if you understand whether and why someone wants it in the first place."" "Presentation""The whole area of successful presentation is bluff. Expensive courses on presentation put it slightly differently, but that's what they mean."" "Decentralization""As young marketing trainees discover--life is not pure Kostler and there are many companies where marketing is neither the center of the universe nor the center of the "organizational wheel." In fact there are many companies where the motorcycle couriers are more "integrated" than the marketing department."" "Marketing plans""Just as all politicians have to face election from time to time, marketeers have to get through marketing plans. In fact these activities are very similar--both involve rehashing the past and over-promising the future."

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