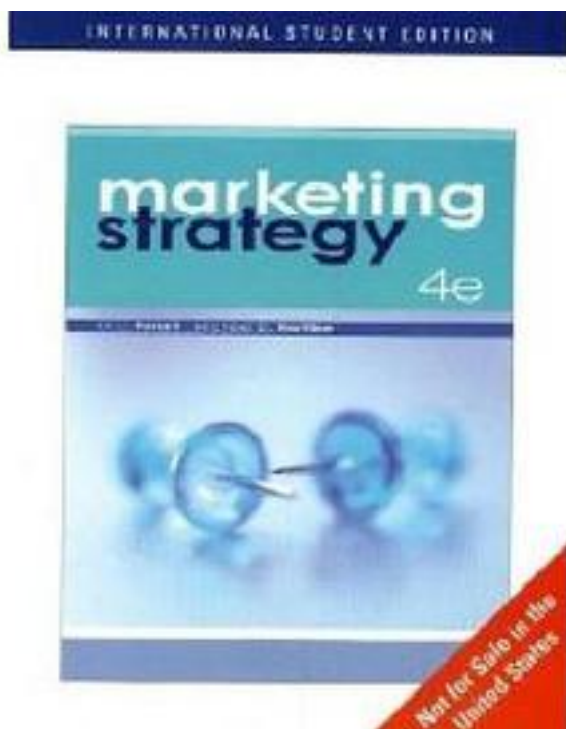


# Marketing Strategy



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出版者:Simon & Schuster

出版时间:1997-11

装帧:Pap

isbn:9780684831916

在线阅读本书

Marketing Strategy has become a classic centrist marketing text. Now, Steven Schnaars has updated and revised this clearly written, classroom-tested, and essential text to accommodate rapid changes in the business world. Combining his centrist approach to basic theory with practical real-world examples, this updated edition includes new and expanded chapters on price as a competitive weapon (with a discussion on "everyday low pricing" versus hi-low promotional pricing), speed as a strategy (including the strategic uses of computers), globalization (including the

customization-standardization debate), and customer satisfaction. Throughout, Schnaars focuses on the three Cs: customers, competition, and changing market trends.

作者介绍:

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