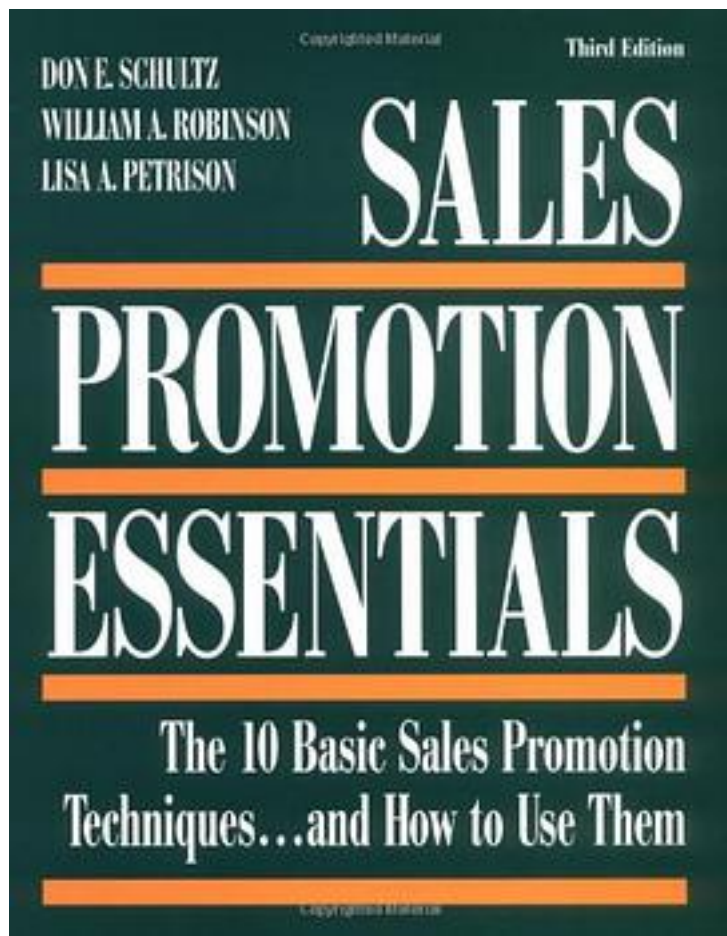


# Sales Promotion Essentials



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在线阅读本书

This new edition offers students a solid foundation in sales promotion basics by

explaining 10 basic techniques. \* Gets students involved by having them create hypothetical promotions based on models of success. \* Provides real-life examples to stimulate classroom discussion as students examine and debate real cases. \* Discusses the newest innovations in the field.

作者介绍:

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