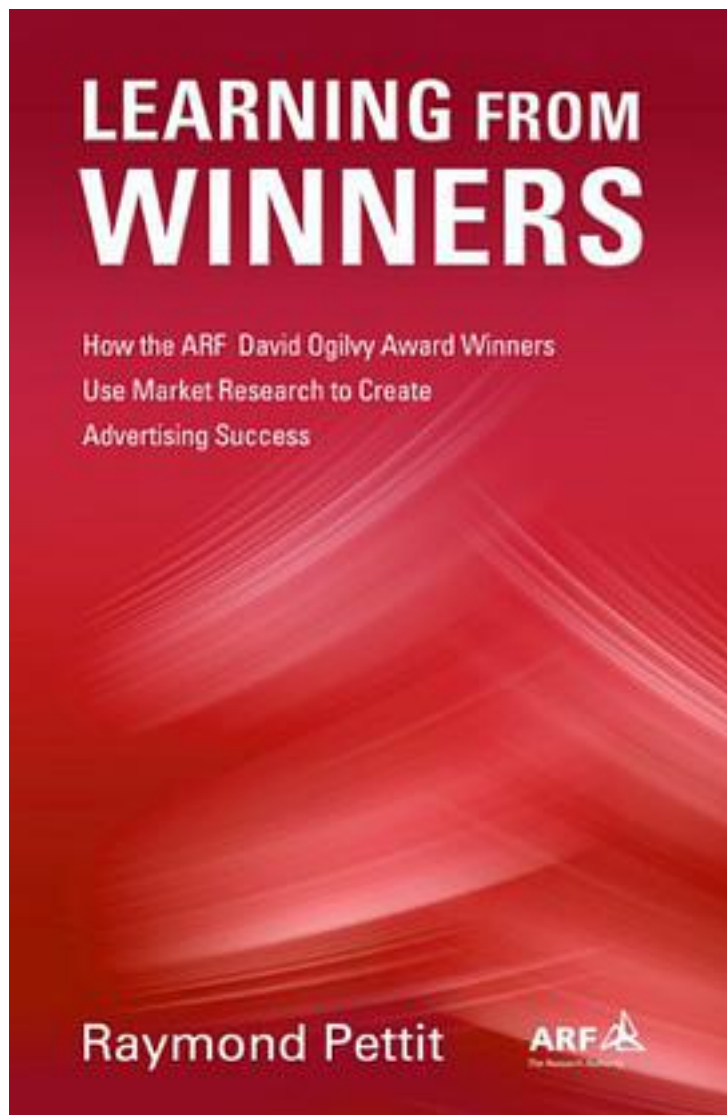


Learning From Winners



[Learning From Winners_下载链接1](#)

著者:Pettit, Raymond

出版者:Routledge

出版时间:2007-8

装帧:HRD

isbn:9780805856538

This book demonstrates how the best companies use the creative application of research, done up front, to produce the big ideas with significant impact on the market and on the people, employees, partners, retailers and customers. Readers of this book will experience how brand managers and their agencies use the right research to drive new brand insights, re-define problems or markets, support risk-taking ideas, and illuminate diverse audiences. This book will be an invaluable resource for business executives looking for market strategy, consumer psychologists, teachers, students, and practitioners looking for a trusted guide for study in advertising, marketing and promotion.

作者介绍:

目录:

[Learning From Winners_ 下载链接1](#)

标签

评论

[Learning From Winners_ 下载链接1](#)

书评

[Learning From Winners_ 下载链接1](#)