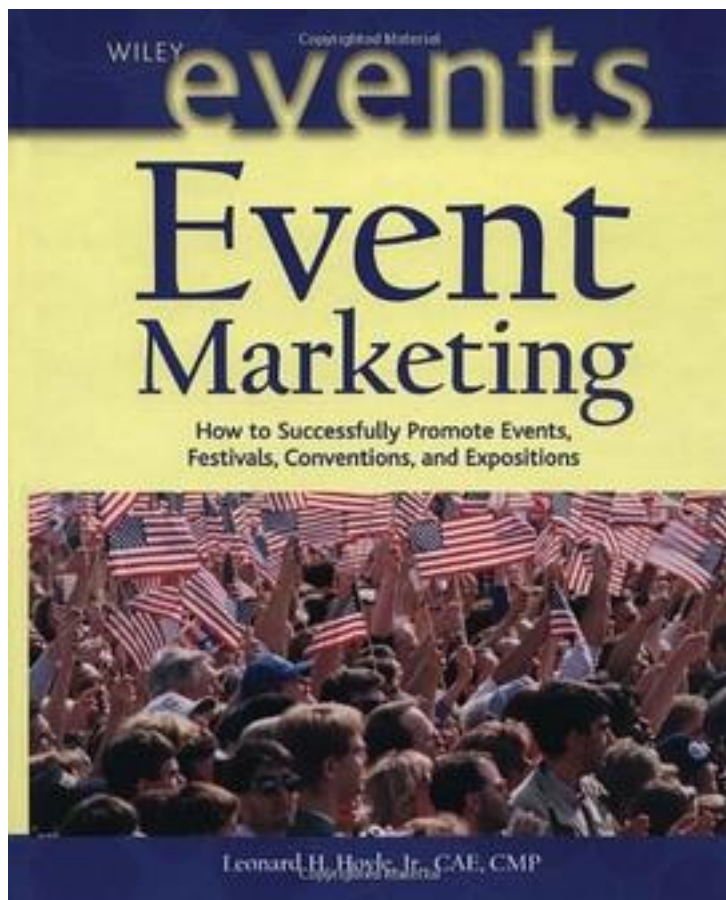


Event Marketing



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著者:Leonard H. Hoyle

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Authored by a well-known figure in the field.

* Overview chapters explore topics such as electronic marketing strategies, funding, budgeting, promotion, and advertising.

- * Individual chapters address the differences involved in marketing different types of events.
- * Examines future trends and key issues such as how to reach new event attendees.
- * Includes appendices with sample forms, contracts, and more.

作者介绍:

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评论

作者很是臭显摆，比如用词上、语法上，各种得瑟啊。。Σ(¬‿¬|||)

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