International Marketing



<u>International Marketing</u>下载链接1_

著者:

出版者:

出版时间:2004-3

装帧:

isbn:9780071111034

"International Marketing, 12/e" by Cateora and Graham is by far, the best-selling text in the field of International Marketing. The authors continue to set the standard in this edition with an increase in coverage of technology's impact on the international market arena and a more comprehensive website, helping to provide updates to text content in this continually changing field.

作者介绍:

目录:

International Marketing 下载链接1_

4	Ļ—		大大	
/	7	√	1	7
	_		-	_

评论

International Marketing_下载链接1_

书评

International Marketing_下载链接1_