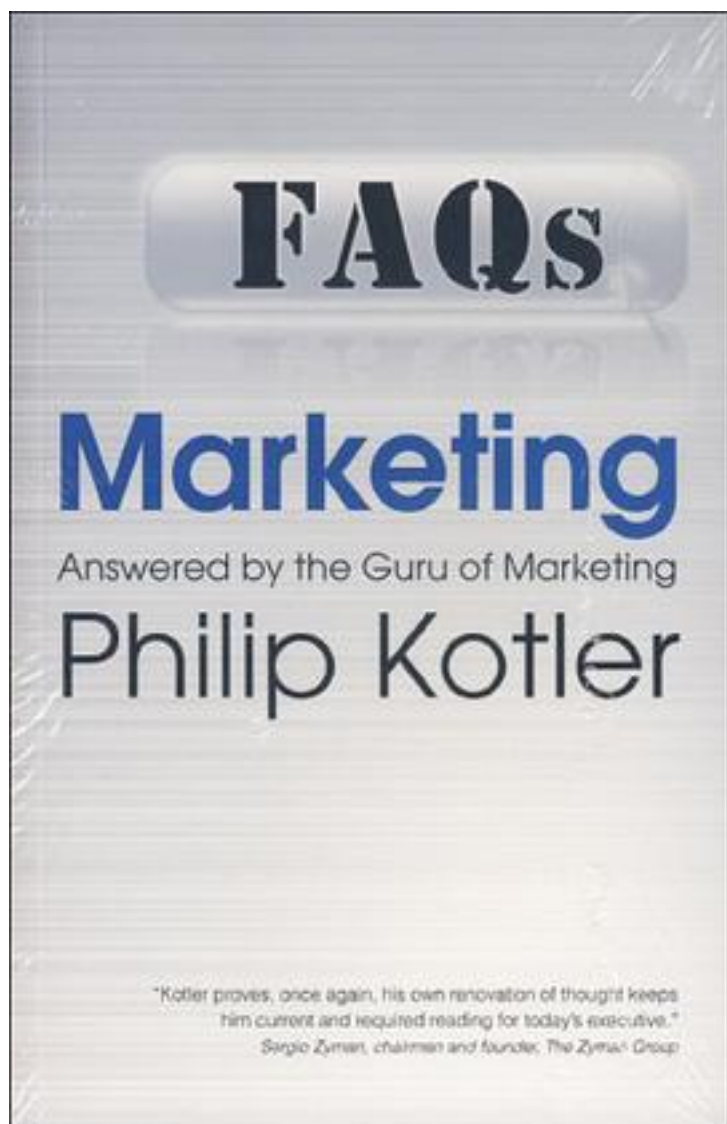


FAQs on Marketing



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Philip Kotler is one of the most famous names in business and the guru of marketing. Who better than Kotler to provide expert and illuminating answers to the burning questions about marketing? What is the mission of marketing? What do marketing managers need to be successful? What marketing strategies work best today? What is the best way to segment a market? How do you build a brand? What impact will the Internet have on marketing? How can you measure marketing accurately? These are just a few of the crucial questions that Kotler tackles in this book. Concise and to-the-point, but based on unrivalled experience and expertise, this book is essential for virtually every student and practitioner of business and marketing. It will become a great source of wisdom and inspiration at a time when marketing is becoming one of the dominant forces driving business everywhere.

作者介绍:

Philip Kotler is one of the world's foremost experts on strategic marketing, and was voted the first Leader in Marketing Thought by the American Marketing Association. He is currently the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management of Northwestern University in Chicago. His many influential books have sold more than three million copies in 20 languages and include Marketing Management (now in its twelfth edition) and Kotler on Marketing. He lives in Evanston, Illinois.

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