

Promotion Management & Marketing Communications (Dryden Press Series in Marketing)



[Promotion Management & Marketing Communications \(Dryden Press Series in Marketing\) 下载链接1](#)

著者:Terence A. Shimp

出版者:Dryden Pr

出版时间:1993-01

装帧:Hardcover

isbn:9780030767487

作者介绍:

目录:

[Promotion Management & Marketing Communications \(Dryden Press Series in Marketing\) 下载链接1](#)

标签

评论

[Promotion Management & Marketing Communications \(Dryden Press Series in Marketing\) 下载链接1](#)

书评

[Promotion Management & Marketing Communications \(Dryden Press Series in Marketing\) 下载链接1](#)