Global Marketing



Global Marketing_下载链接1_

著者:Johny K. Johansson

出版者:McGraw-Hill/Irwin

出版时间:1999-08-13

装帧:Hardcover

isbn:9780073658636

This updated text offers a three-pronged approach to global management, foreign entry, local marketing, and global marketing. It addresses how to market an existing product in global markets and discusses how a company develops a new product for a global market. This discussion takes into consideration the culture and needs of those customers.

作者介绍:

目录:

Global Marketing 下载链接1_

-	 	_ ⁄ ⁄ ⁄ ·
/	[']	1

评论

Global Marketing_下载链接1_

书评

Global Marketing_下载链接1_