



Network Marketing (e-commerce professional institutions of higher education planning materials)

By YANG LU MING // LUO YU MEI // WU YAN YAN // YANG ZHU QING



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 268 Publisher: Machinery Industry Pub. Date :2011-10-01 version 1 Yang Lu Ming. eds network marketing as a marketing campaign tool. the Internet's capabilities growing. has moved from general business to enter the marketing field. And more and more governments. businesses and the majority of marketers welcome. Purpose of writing this book is through network marketing to explain the theory and practical application of case discussions and to help internet marketers to learn the effective application of knowledge and skills related to network marketing. This book focuses primarily on the following: the development of network marketing and its impact on traditional marketing; the theory of network marketing; Internet marketing methods and skills; network marketing practice and applications; network marketing companies and organizations for evaluation. Network marketing as a management professional undergraduate. graduate. MBA and senior management of various enterprises in the textbook or class of persons to learn Internet marketing reference and also as e-commerce and engineering undergraduate. graduate and high Vocational college students in teaching and research reference books. but also as engaged in the enterprise information...

Reviews

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