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## The genuine International Marketing Practice (Vocational international business class series of textbooks of the 12th Five-Year Plan)(Chinese Edition)

By WANG JING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-06-01 Pages: 201 Publisher: the Chinese financial Basic information title: international marketing practices (the 12th Five-Year Plan of the Vocational international business class textbook series) List Price: 28 yuan Author: Wang Jing Publishing community: the Chinese financial publication date :2012-06-01 ISBN: 9787504963895 Words: Page: 201 Revision: Binding: Folio: 16 Weight: Editor's Wang Jing editor of International Marketing Practice a main personal virtual The toiletries company - million Jiao company. its ready to carry out overseas marketing activities as a clue to mode of learning situations. lead the students to carry out the tasks. Each learning situation first clear learning objectives. including the ability to target and knowledge objectives; then given tasks allow students to participate in every aspect of the company to carry out marketing business. and increase interest in learning; given to carry out the next operation demonstration The idea of ?? international marketing activities. let the students know that the knowledge of when to use and how to use; closely around the task needs to to select theoretical knowledge and given more than two typical cases...

### Reviews

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