



Genuine] Marketing Management (14th Edition) Philip Kotler (KotlerP.)(Chinese Edition)

By FEI LI PU ? KE TE LE (Kotler P.)

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2012-08-01 Pages: 720 Publisher: Gezhi Press title: Marketing Management (14th Edition) List Price: 85.00 yuan Author: Philip Kotler (Kotler P.) Press: Gezhi published Society Publication Date: August 1. 2012 ISBN: 9.787.543.221.017 words: Pages: 720 Edition: 1st Edition Binding: Paperback: 16 commodity identification: asinB008M50KEG Editor's Choice Marketing Management (14th Edition) in the history of the most excellent marketing textbook. Philip Kotler Marketing Management 14th edition. the authentic. the whole picture presented. no cut. no modification. U.S. subprime mortgage crisis. the European debt crisis after another outbreak of social media grows rapidly under the new economic situation. the essence of the latest global marketing wisdom and best practices highlights. Case drawn from around the world. From the Beijing Olympic Games to the Chinese Lunar New Year. from Ma to Jay. more Chinese elements and Chinese business case throughout the book. Comprehensive content and material. both for as marketing beginners guide books. but also can be used as a marketing expert and manage those available information. is a simple textbook is an essential tool of marketing practitioners. Summary No directory...



Reviews

Certainly, this is actually the very best job by any author. It really is rally exciting throgh studying time. You may like how the blogger write this pdf. -- Rudolph Jones MD

Completely essential go through ebook. I was able to comprehended almost everything using this created e pdf. You will not sense monotony at anytime of your time (that's what catalogs are for relating to if you request me). -- Timmothy Schulist