



H1 Genuine] strategic marketing of the digital age(Chinese Edition)

By BI ER BI XIAO PU ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2000-12-01 Pages: 2000 Publisher: Machinery Industry Press title: Original strategic marketing in the digital age: 25 Author: Bill Bishop book Liu Dapeng translated Press: Machinery Industry Publishing Date: 2000-12-1 ISBN: 9787111083542 Words: Page :2000 -01-01 Edition: Binding: Folio: Product ID: Wing Garden: 310 604. Machinery Industry Press Editor's Choice No SUMMARY The book teaches you how to construct marketing strategy. development. marketing planning and how to effectively be implemented. Bill Bishop. one of the world's most prestigious marketing dean will use digital and online technologies to develop an effective marketing plan to provide a practical step-by-step mode. He guide you to go beyond the Internet Marketing. to show you how to use all can take advantage of digital technology to expand marketing capabilities. The first part of the catalog directory Translator's Preface Foreword Chapter 1 Overview of digital marketing digital marketing pioneer 31.1 maintain a large selection of the rapid growth of the digital economy of 71.3 virtual family office 81.4 91.5 staggering 101.6 not only to find the most suitable refrigerator 51.2 in cyberspace car only just...



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