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Modern marketing technology

By SONG HONG BO. REN XI YUAN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback Pages Number: 190 in the fierce market competition. enterprises can achieve a smooth sale. related to the survival and development. Personal selling as an important part of the marketing. companies develop new markets. to achieve the normal operation of the indispensable means. This requires that personnel engaged in marketing efforts to master a solid professional knowledge. be proficient in the use of marketing knowledge and skills to sell products to customers. Excellent sales staff is a valuable asset of the enterprise. Modern marketing is the study of the law in the process of marketing activities and strategies. Higher vocational education to train skilled personnel needs of business-oriented front-line jobs. the vocational colleges have realized that an important way to strengthen and reform the practice teaching personnel training target. Modern marketing techniques in the summary and draw on the basis of the results of previous studies. in the process of preparing focus reflects the higher vocational education characteristics. the highlight of the operation of the marketing techniques and drills on the contents and the system as innovative. practical. interactive...



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