



Network marketing in the 21st Century: Theory and Method(Chinese Edition)

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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. Paperback. Pub Date: October 2012 Pages: 200 Language: Chinese in Publisher: Jinan University Press network marketing in the 21st Century: Theory and Methods draw on existing research results of domestic and foreign counterparts. combined with the development of the online market the status quo. both the theory and practice of network marketing system is presented and discussed. This book can be used as a learning support materials. undergraduate students and colleges. but also for the network sell products or provide services enterprise management personnel. ready to develop network planning and investment decision-makers of the network environment. Contents: Introduction 1 Introduction to Network Marketing 1.1 rise 1.2 network marketing network marketing related theory commonly used tools and methods 1.3 network marketing network marketing strategy 2.1 network market research 2.2 network marketing platform 2.3 market segmentation the 2.4 networks target market 2.5 network market positioning 3 4.1 3.2 network marketing network marketing product and pricing 3.1 network marketing product development of new products 3.3 Network marketing pricing network brand and corporate website network brand Overview 4.2 Network brand and Management 4.3...



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