



Marketing Management In China (China Marketing)

Philip Kotler (FEI LI PU KE TE LE) . Kevin Lane Keller (KAI WEN LAI EN KAI LE) . Taihong Lu (...)

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Marketing Management in China (Marketing Management Chinese version) is a marketing guru Philip Kotler 's book . The book combines an international perspective and to learn the Chinese market in this important area of marketing management . The book content. structure meets the learning needs of China's rapid growth and development. the real concern for the 21st century learning Chinese indispensable marketing professional books. Marketing Management in China brings the landmark work of marketinggurus Philip Kotler and Kevin Lane Keller to China. This edition. adapted by Professor Lu Tai Hong of Zhongshan University. takes a journey into a truly Chinese vista of marketing management. With content. language. and presentation shaped to the demands of the world s fastest burgeoning...

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