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Selling point: give me a reason for consumer(Chinese Edition)

By SUN KE YAN . GAO LEI

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: 2012 Pages: 234 Language: English Publisher: China Electric Power Press selling point: a consumer give me reason to expand the book is the one around the success or failure of marketing planning. Selling Points: Give me a reason consumer core content. classify and analyze the classic case of the marketing plan. and to explore how to make the marketing plan more effective. more valuable. and strive on this basis. and guide the marketing plan and corporate managers on the types of problems solved itself. to find a practical solution. Contents: Preface Chapter 1 functional selling point: marketing requires real materials powerful product itself is the best marketing function key to selling point is to meet consumer demand representation: The word trapped Red Bull fire the product features Wanglaoji to seize the initiative: Patriots dominate the the MP5 market function blank: the blind spot of the competitors. business opportunities functional specialization: why it is difficult core strengths to create misunderstanding with the analysis of the brand value of the industry: high-end bicycles sold in Chapter 2 sensory...



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