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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2012-07-01 Pages: 146 Publisher: Basic information of Personnel of China title: basics of goods (secondary vocational schools nationwide marketing professional textbook) ISBN: 9787512903227 Publisher: China Personnel author: Mao Yan Price: 20 yuan Publication Date :2012-07-01 Price: the 15.2 yuan Revision: Binding: Words: Pages: 146 Folio: 16 Weight: Editor's Choice Mao Yan editor of this commodity basics for commodities school system in the explanation of the core content of the object and the task of classification of goods. commodity standard. commodity quality inspection. commodity packaging. to enable students to master the basic knowledge of the typical categories of goods. and the analysis of the problem and solve practical problems application capabilities. in order to engage in marketing activities in the future to better work. so that students develop a detailed. rigorous. flexible. good at communication and cooperation between the quality and systematic study of the ability of the foundation to improve students' vocational ability. Executive Summary Mao Yan editor of this effective interface between the basics of goods by the Shanghai commerce Vocational Education Group based on Vocational Education Teaching program - marketing professional write curriculum standards organizations. secondary vocational schools. business professional commodity Basic knowledge of curriculum materials. Basics of goods through the actual case. scenario simulation and after school to expand operations and other means to mobilize the enthusiasm and initiative of the students. and to enhance students' understanding of the relevant knowledge and memory. Students through commodity basic theory. basic commodity management skills. and the categories of goods the basics of the three modules of learning. have the following capabilities: able to acquire a certain amount of goods basic theory; commodity classification and coding; able...



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