

## automotive marketing services. one hundred and one hundred A car service asked Hundred Questions A series of one hundred Books(Chinese Edition)

By WANG JIAN SHENG WANG WEI

paperback. Condition: New. Paperback. Publisher: China Electric Power Press Pub. Date :2006-02-01. book based on reality. the car marketing professionals need to master the professional knowledge and practical skills to hundreds of questions and answers in the form of a detailed description. This book includes: basic concepts of automotive marketing. automotive competition in the market. car market. buying behavior. market research and forecasting automotive. automotive market positioning. product strategy. car. car pr.





## Reviews

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