

Get Book

MARKETING COMPETENCES AND STRATEGIC FLEXIBILITY IN CHINA



Palgrave Macmillan, UK, 2007. Hardcover. Book Condition: New. Dust Jacket Condition: New. First Edition. Available Now. Book Description: In the age of globalization, China presents a unique setting for organizations. However, the uncertainties and ambiguities prevalent in the Chinese business environment, in particular, in the area of creating marketing competences strategic flexibility in the Chinese context, are neither well understood nor effectively negotiated by the international investment community. In addition, the complexities in understanding the Chinese philosophy and Chinese management...

Read PDF Marketing Competences and Strategic Flexibility in China

- Authored by Wang, Professor Yonggui
- Released at 2007



Filesize: 2.87 MB

Reviews

These kinds of ebook is the perfect publication offered. It is among the most incredible publication i have go through. You will not feel monotony at whenever you want of your time (that's what catalogues are for concerning if you check with me).

-- **Delia Schoen**

A brand new e book with an all new standpoint. it was actually writtern very properly and beneficial. I am just very easily will get a satisfaction of studying a composed publication.

-- **Esperanza Pollich**

This ebook may be worth a go through, and superior to other. I could comprehended every thing out of this published e pdf. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- **Prof. Damien Schuster PhD**