



Gold Manager Guidebook Series: Gold market manager work Guidebook(Chinese Edition)

By CHEN MING XING

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 11 Pages: 214 Language: Chinese in Publisher: Publishing Group of Guangdong Province. the Guangdong Economic Press Gold Manager guidebook series: Gold market managers work Guidebook comprehensive. detailed work management practices. accurate. in-depth system template. used that tool form. so that the management of more direct and simple. Contents: 1.2 1.1 Chapter 1 Marketing staffing and Responsibilities Marketing Director Marketing Manager 1.3 Marketing Manager Assistant 1.4 head of market research 1.6 Market 1.5 Market Research Authority planning director 1.7 Marketing Head of Commissioner 1.8 Marketing Plan 1.9 Marketing Plan Commissioner 1.10 Market Development Director 1.13 promotional Commissioner 1.14 advertisement the planning charge of 1.15 1.11 Market Development Commissioner 1.12 promotional competent design Commissioner art 1.16 1.17 1.20 1.19 media to promote public relations executive 1.18 PR Specialist Officers product manager 1.21 Product Specialist Chapter 2 Marketing Specification 2.1 market research work specification 2.2 promotional work specification 2.3 brand management specification 2.6 market tour of Specification 2.4 market customer classification norms tour of the route and frequency of 2.5 market to develop tour the sudden crises processing...

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