

Integrated Advertising Promotion And Marketing
Communications 7th Edition

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面企市 b2b 的公司是如何做 marketing 工作的 主要哪些方面展工作

marketing 是更广泛的观念 branding是其中的一部分 定义是generating delivering satisfying consumer needs in a profitable way marketing包括的内容好多 比如4p product place

如果是marketing 就□自家的□品和□品也要有所□注 最近有□有上新品 □□牌子□得好 □□牌子有□有什□campaign或□告 市□上□□性的□西是什□ 要建立自己的brand value

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