

The postal channel marketing (domestic first postal marketing works. postal marketing in the new economy record)(Chinese Edition)



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Reviews

Extensive guide! Its this kind of excellent read through. it absolutely was writtern very perfectly and helpful. Your way of life period is going to be change when you complete reading this ebook.

(Murphy Dooley)

THE POSTAL CHANNEL MARKETING (DOMESTIC FIRST POSTAL MARKETING WORKS. POSTAL MARKETING IN THE NEW ECONOMY RECORD(CHINESE EDITION))



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 :2012-09-01 Pages: 234 Publisher: basic information about the title of the China Industrial and Commercial Joint Press: the postal channel marketing (domestic postal marketing works. provide of postal marketing innovation in the new economy ideas. the postal system is full Channel Operations Guide) List Price: 39.80 yuan Author: Survey and planned to sanction book Press: China Industrial and Commercial Joint Publishing Date :2012-9-1 ISBN: 9787515801902 Number of words: 220.000 yards: 234 Edition: 1 Binding: Paperback: 16 commodities Weight: Editor's Choice book is the first book about the the postal channel for marketing. China Post has the country's largest network of channels. expanding from the traditional postal services to multiple industries (financial services. logistics. etc.). But because of its marketing model not keep up with the demand for modern marketing. marketing channels in a relatively backward state. has not achieved its channel resources to match the advantages of China Post compete in multiple industries. Therefore. the China Post in urgent need to change the marketing ideas. optimize marketing channels. thereby integrating existing resources. give full play to the own channels advantages. and to lay the foundation for stability in the fierce market competition. Postal marketing personnel urgently need reference. the current lack of postal marketing books. the right time of the book's publication. The book provides readers new postal marketing theory. and theory into marketing practice. the use of modern marketing concept to the development of postal. in order to adapt to international competition. and guide the Chinese postal operation in other areas. The book is the author through her years in the research and practice of marketing and the postal system. combined with a lot of experience....

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