



Bead jewelry professional higher vocational textbooks: Po jewelry commerce merchandising(Chinese Edition)

By ZHANG DAI MING . WANG LI

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 07 Pages: 194 Language: Chinese in Publisher: Yunnan Science and Technology Press beads jewelry professional higher vocational textbooks: treasure jewelry commerce merchandising for vocational institutions jewelry students write. We are guided by the theory enough to fully practice principle. based on the actual level of ability and quality of vocational students. student employment and entrepreneurial abilities as a starting point in the marketing learn the basic principles on the basis of The combination of features and case of jewelry marketing. introduce students to the field of jewelry. marketing. and establish the basic understanding and knowledge of the marketing of jewelry. Contents: Introduction Chapter jewelry and jewelery market Section 1 the definition and classification of the jewelery. Section III of the second chapter of China's jewelry market analysis jewelry the marketing market environment analysis Section I Section II of product attributes and value of the jewelry The natural population environment Section II Chapter of the social and cultural environment in the third quarter economic environment in section IV of the political and legal environment section V...



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