

DOWNLOAD

halo outside of the gold Code: non-Olympic sponsors classic marketing(Chinese Edition)

By ZHU XIAO MING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pages Number: 173 Publisher: People s Sports Publishing House Pub. Date: 2008-02. non-Olympic sponsors classic marketing! lose Olympic success. but gains an extraordinary non-Olympic sponsors many of the classic example of this book a comprehensive analysis of Nike. Pepsi. KFC. Mengniu. Li Ning. China Unicom. the modern Auto. Snow Beer. DHL. Federal Express. Merchants Bank. eleven non-Olympic sponsors in the Olympic context of corporate sports marketing strategy. combined with the characteristics of enterprises in their respective industries. analyze the layout of their marketing strategy. a comprehensive focus on business implementation of the strategy. and detailed data. showing the various corporate marketing activities and influence the actual effectiveness. Contents: Preface chapter desire unlimited Pepsi -Pepsi-Cola Music + football + star of the non-Olympic marketing. strategic marketing. Pepsi-Cola s non-Olympic The Road. Pepsi-Cola and KFC s long-term cooperation - a good basis for non-Olympic marketing. Second. adhere to the music + star advertising marketing line three. docking football - the main sports marketing strategy. Pepsi. dare to China Red. then a marketing style all their own. to create I...



READ ONLINE [3.75 MB]

Reviews

It in a single of my personal favorite pdf. It is one of the most awesome pdf we have read. I found out this book from my dad and i suggested this pdf to understand.

-- Dr. Kaelyn Pfannerstill V

This composed book is great. It really is basic but surprises from the fifty percent from the publication. Your way of life period is going to be convert when you total looking at this publication.

-- Tanya Bernier