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# H1 genuine to create eternal cool: children's goods brand marketing - Cowan Western Business Administration classic text(Chinese Edition)

By WEI QIE OU (

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pub Date :2001-09-01 Pages: 2001 Publisher: Standards Press of China title: create always cool: Children Goods brand marketing - Cowan Western Business Administration. the classic text original price: 18 yuan Author: Weiqie. Europe (Vecchiu. GD) significantly COAL SOCIETY translated Publisher: Standard Publishing Date: 2001-9-1ISBN: 9787506620482 words: Page :2001 -01-01 Edition: Binding: Folio: identification of goods: 330501 Edit Recommended Disney. McDonald's. Barbie. Sesame Street programs Nick Loudon. Nintendo. these brand and other brands is indeed a world-class. they discovered a hidden inner world of the child. and they cherish a emotions. The creation and development of these brands to understand the the endless emotional needs of children. They know that a child's fantasy. hopes and dreams. Summary Disney. McDonald's. Barbie . These are the children's market to establish their own performance and the brand. in the hearts of children unparalleled position. The creation and development of these brands can understand the emotional needs of children endless. and they know how to make their brand year after year. always keep a cool. but most companies have little knowledge. The book shows a...



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