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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 :2008-01-01 Pages: 349 in Publisher: basic scientific information title: chain operations and management of the enterprise (Regular Higher Education Eleventh Five-Year national planning materials) in Business Administration from University Series List Price: 32 yuan of: Zhang Rong Qi Press: Science Publication Date :2008-01-01 ISBN: 9.787.030.208.101 words: Page: 349 Revision: Binding: Folio: 16 Weight: Editor's Choice book about the principle of chain operations. market strategy. product management. price strategy. promotion strategy. logistics management. development strategies. promotional strategies. pricing strategies. merchandise management. store design and layout. chain enterprises performance evaluation and reward. and strive to develop chain operations. improve the degree of organization and modernization of China's circulation industry The level of contribution to a force. Summary This book analyzes the basic concept and economic implications of the chain operations. and to highlight chain management market strategies from the perspective of the chain enterprise. merchandise management. pricing strategy. promotion strategy. logistics management. store development. store design and layout. merchandise the display chain management organization and management. also chain management key management system and chain performance evaluation and reward. The book sought to straightaway main for applied undergraduate chain management. business administration. logistics management and other professional. but also can be used as reference books of social and enterprise employees. Chain management principles of Contents Chapter Overview Section 1 chain management essentially Section II Classification Section III chain operations Economics chain operations expound the fourth quarter the emergence and development of chain operation Questions cases to link Chapter II chain management market chain chain analysis of the operating environment of the strategic Section I Section II of the market positioning of the chain market strategy the fourth quarter of Section...



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