



More guerrilla marketing is research(Chinese Edition)

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paperback. Condition: New. Paperback Pages Number: 352 Language: Simplified Chinese Publisher: China Financial and Economic Publishing House; 1st edition (August 1. 2011). Guerrilla marketing research to the reader about how SMEs can use marketing research to improve the current business and generate new business. Guerrilla marketing research to expose only the big companies money to conduct marketing research lies in a clear, understandable way to explain why SMEs can benefit from the focus group research and other re.



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