



The vocational tourism and catering management class professional planning materials: Modern Hotel Marketing(Chinese Edition)

By ZHAO QIAN YUAN

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date: 2012 09 Pages: 234 Language: Chinese Publisher: Wuhan University Press Cultivating Tourism and catering management class professional planning materials: modern hotel marketing combined with the characteristics of higher vocational teaching layman's language the general laws of marketing. principles and hotel marketing operation organic combination of systematic exposition of the basic theory. methods and tools of hotel marketing. The book is divided into 10 chapters. mainly includes Hotel Marketing Overview. Sakamoto store marketing environment and consumer buying behavior. the hotel marketing research and market forecast. hotel choice of target market and market positioning. hotel product strategy. hotel pricing strategies. hotel sales channel strategy. hotel promotion strategy. operation and management of the Hotel Marketing. Hotel new marketing model. Concept of Contents: Chapter Hotel Marketing Overview Learning Objectives [boot Case] ??international hotels crisis hedging the first section Hotel Marketing hotel market. hotel marketing section II of hotel marketing concepts and its evolution. the evolution of the marketing concept. modern marketing theory. the thinking and practice of the new concept of hotel marketing Chapter Summary Case analysis of the second chapter...



READ ONLINE
[4.82 MB]

Reviews

Basically no terms to clarify. It is actually writter in basic terms rather than confusing. I found out this ebook from my dad and i suggested this book to find out.

-- Elinore Vandervort

If you need to adding benefit, a must buy book. I could possibly comprehended every little thing out of this composed e pdf. I am quickly could get a enjoyment of looking at a composed book.

-- Mrs. Mariam Hartmann

You May Also Like



[The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00\(Chinese Edition\)](#)

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 :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality to your satisfaction. please tell your friends...



[Art appreciation \(travel services and hotel management professional services and management expertise secondary vocational education teaching materials supporting national planning book\)\(Chinese Edition\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 146 Publisher: Higher Education Pub. Date :2009-07-01 version 2. This book is a secondary vocational education and management of...



[Tax Practice \(2nd edition five-year higher vocational education and the accounting profession teaching the book\)\(Chinese Edition\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 282 Publisher: Higher Education Pub. Date :2009-01-01 version 2. This book is a five-year vocational teaching accounting profession recommended...



[Genuine entrepreneurship education \(secondary vocational schools teaching book\) 9787040247916\(Chinese Edition\)](#)

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 :2008-08-01 Pages: 175 Publisher: Higher Education Basic information title: entrepreneurship education (secondary vocational schools teaching the book) List...



[Access2003 Chinese version of the basic tutorial \(secondary vocational schools teaching computer series\)](#)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 192 Publisher: People's Post Pub. Date :2011-10-01 version 1. Access 2003 Tutorial Chinese version of With a complete database...



[TJ new concept of the Preschool Quality Education Engineering: new happy learning young children \(3-5 years old\) daily learning book Intermediate \(2\)\(Chinese Edition\)](#)

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 :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...