



branding [Paperback](Chinese Edition)

By BEN SHE.YI MING

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 Language: Simplified Chinese. Publisher: Tsinghua University Press; 1st edition (March 1. 2011) With the market . technology. constantly advancing and professional development. and gradually become a national brand. government. business. city. product. personal critical success factor. Branding from the brand theory basics. the internal laws of crystal brand and brand operation to explain the practice. The book is divided into basic articles. strategy articles. de.



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