



## The 9.787.504.366.344 media brand management(Chinese Edition)

By HONG LI JUAN BIAN ZHU

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 :2012-04-01 Pages: 259 Publisher: China Radio and Television Press Information title: media brand management List Price: 33.00 yuan Author: Hong Lijuan ed Press: China Radio and Television Press Publication Date :2012-4 - 1 ISBN: 9787504366344 Words: 297.000 yards: 259 Revision: 1 Binding: Paperback: 16 product size and weight: Editor's Choice book Hong Lijuan written media brand management. media business management practice summed up a competitive environment of China's reality media adapt media brand management strategies and methods. This book to do some new thinking in some of the macro issues of media brands and microscopic methods. for example. the media brand management strategy is trying to establish a new concept of brand as a the macro core strategy and organizational structure concept. The executive summary media brand management is a fusion of multi-disciplinary perspectives of economics. management science. journalism and communication professional books of Hong Lijuan theory applicability. forward-looking. predictive mode of thinking. this book writing. the overall focus on the proposed media brand management fields of scientific practice mode and set a unique model of how the...



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