



Advertising (marketing general management textbook series) (Chinese Edition)

By JIN WEN JI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2011-12 Pages: 278 Publisher: China Renmin University Press [Book Description] Jin Wenji editor of advertising based on the practice of the Chinese advertising industry. at the same time introduced the latest development of foreign advertising and theoretical trends. Take full account of the needs of teaching content scheduling. Advertising covers the curriculum basic knowledge point. reflect their internal relations and the law of development. well-structured. clear layer concept defined accurately defined. Each chapter begins with clear learning objectives and cited cases triggered readers to ponder; arrangements for the end of the chapter case studies to help readers in-depth understanding of this chapter. Jin Wenji editor of the Advertising as far as on the contents of system construction. taking into account the characteristics of the learning characteristics of the Chinese students and Chinese higher education teaching. Each chapter begins with clear learning objectives. arranging classic case. to cause students to think. to develop students' interest in learning. theoretical explanation try the system. simple as possible with case to illustrate the basic concepts of this chapter will focus on...



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