



## New Genuine market information survey and analysis of Chen Ge ended 9787810888431 Cowan Book Industry Information Technology Co. Ltd.(Chinese Edition)

By CHEN GE ZHI 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 :2007-10-01 Pages: 262 Publisher: Beijing Kewen Book Industry Information Technology Co. Ltd. Basic information title: Investigation and analysis of market information Price: 28.00 yuan Author: Chen Ge ended Editor Publisher: Beijing Cowan Book Industry Information Technology Co. Ltd. Publication Date :2007-10-1 ISBN: 9787810888431 Words: 290.000 yards: 262 Edition: 1 Binding: Paperback: 16 Weight: Editor's Summary This book attempts to through easy to understand text and concise interpretation of the whole process of the investigation and analysis of market information. The main content of the book include: information and information resources. market information survey. market information survey analysis. qualitative survey quantitative investigations original data collection method. questionnaire design. sampling of market data. case study. The book can serve as a practical guide book also can be used as corporate management of market information during the investigation and analysis of reference before the students enter the work. Section 3 of the movement of information and transmission efficiency Contents Chapter information and information resources in the first section

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