



ZD students must know the national brand

By BEN SHE.YI MING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pages Number: 0 Publisher: Jiangsu Education Press Pub. Date :2010-11-01. This book focuses on contemporary Chinese market. the World-renowned quality brand. the vicissitudes of the old brand. and the daily lives of household brand. is the potential to grow the brand. and once brilliant classic brand is embodied in this era of economic globalization. the Chinese nation s unique cultural charm of the brand to get precipitation and heritage. the vitality of the Chinese boom has been demonstrated in the brand and highlight. open book. let us recognize their own national brand. feel the spirit of our nation. and enhance national pride and confidence. When you aspire to wear Prada. when there is no thought Ruifuxiang how the silk is light? When you aspire to own an Apple computer. have not thought about Lenovo computers performance is also superior? Contents: Chapter and the World big contender - to build an international brand with a sincere corporate giants - Haier from the Legend started - think of a problem. Baidu - Baidu set off a storm of small penguins...



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