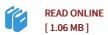




Introduction to the exhibition industry (MICE management colleges in the 21st century boutique textbook)(Chinese Edition)

By FENG XUE GANG DENG

paperback. Condition: New. Language:Chinese.Paperback. Pub Date: 2014-2-1 Pages: 271 Publisher: Tsinghua University Press book. the basic elements of a modern convention as a framework. combined with the specific management practice at home and abroad exhibition industry trends and exhibition activities and projects. by convention start with the concept of industry. the book is divided into nine chapters. including an overview of the exhibition industry. exhibition industry economic analysis. marketing planning exhibit.



Reviews

This book is definitely not simple to begin on studying but quite fun to see. I actually have read and that i am sure that i will gonna read through yet again once again in the foreseeable future. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Brennan Koelpin

Comprehensive guide! Its this type of very good read through. It is actually writter in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.

-- Bernie Mante PhD