



## 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.

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