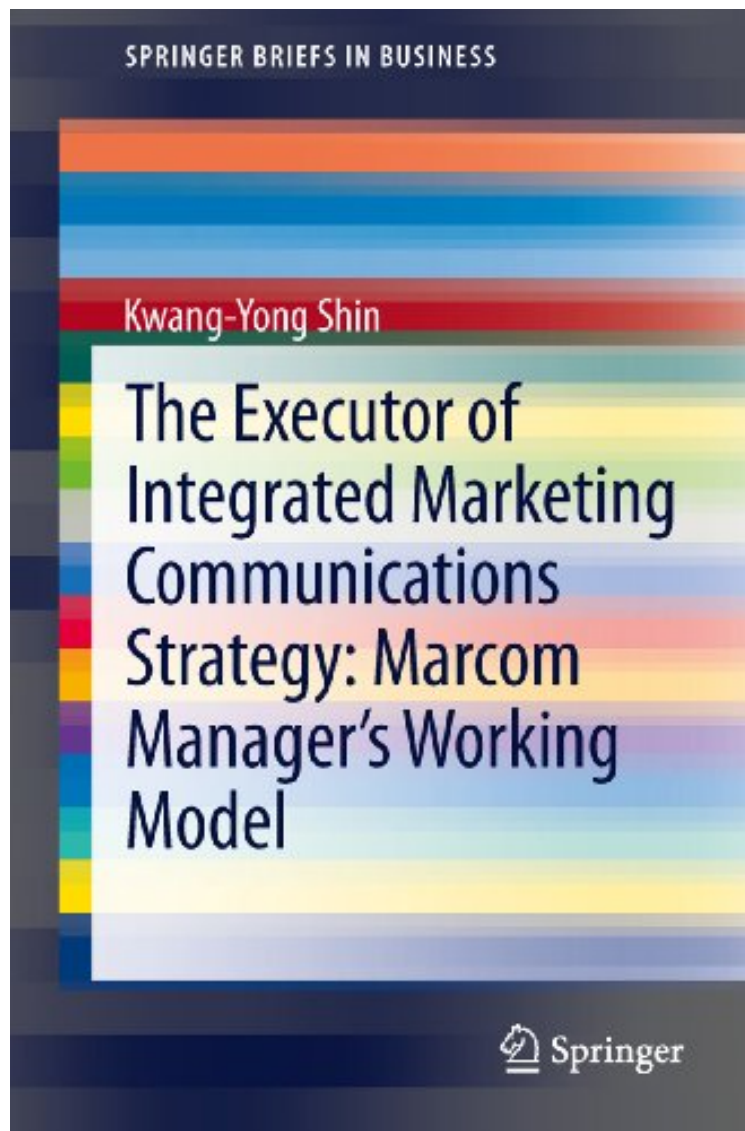


(Library ebook) The Executor of Integrated Marketing Communications Strategy: Marcom Managers's Working Model (SpringerBriefs in Business)

The Executor of Integrated Marketing Communications Strategy: Marcom Managers's Working Model (SpringerBriefs in Business)

Kwang-Yong Shin

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From the Back Cover
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Main Specific Publication [1]Shin, Kwang-Yong and Alexis Tam, In Search of Management New Paradigm, The China Material Publishing, Beijing, China, May 2001. ISBN 7-5047-1712-6/F.0609 [2]Shin, Kwang-Yong, Integrated Marketing Communications Strategy Management, The China Material Publishing, Beijing, China, June 2001. ISBN 7-5047-1700-2/F.0605 [3] Shin, Kwang-Yong, Marcom Managers's Working Model, Tianjin Renmin Publishing, September 2008, ISBN 978-7-201-06089-7 [4] Shin, Kwang-Yong, 18 Strategic Tools for Corporate Survival and Development, QingHua University Publishing, ISBN 978-7-302-21788-6