



The genuine higher Textile College Textbooks: modern textile enterprise management 9787506411752(Chinese Edition)

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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 :1995-09-01 Pages: 238 Publisher: China Textile Press title: Higher Textile College Textbooks: modern textile enterprise management List Price: 15.00 yuan Author: Glorious Sun School of Business Administration of China Textile University Press: China Textile Press Publication Date :1995-09-01 ISBN: 9787506411752 Words: Page: 238 Edition: 1 Format: Folio: Weight: Editor's Summary modern textile enterprise management as the textile industry enterprises Management version. The book is divided into five chapters 20 describes the nature and functions of the industrial enterprises and management. enterprise environment. enterprise management. production organization. production planning. equipment management. quality management. materials management. market research. prediction and classification. the market is fine points with the selection of the target market. business decision-making. new product development. marketing strategy. financial management. cost and profitability management. financial condition analysis. corporate image design and construction of corporate culture. corporate public relations. corporate ethics. This material is primarily for the use of professional teaching the higher textile colleges engineering professional. as well as accounting.

Reviews

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