# Commercial Bank Marketing Series: bank business marketing techniques and case studies(Chinese Edition)



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### Reviews

Extensive guide! Its this sort of very good study. It is actually full of knowledge and wisdom I found out this pdf from my i and dad suggested this ebook to understand. (Melany Bogisich)

## COMMERCIAL BANK MARKETING SERIES: BANK BUSINESS MARKETING TECHNIQUES AND CASE STUDIES (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: October 2012 Pages: 219 Language: Chinese in Publisher: Tsinghua University Press banking business marketing techniques and case analysis the main lock banking business context to pursue the successful trajectory of the outstanding performance of the business elite. Advanced marketing concepts. marketing skills and bank business integration docking. Operational technical standards in parallel with the real case preparation methods. user-friendly. practical. At the same time. the belief energy and success indicators for navigation. Banking marketing efforts to map out a roadmap to success. Precision marketing model in banking marketing practices, to the extraordinary performance of batch conversion. For bank marketing personnel to enhance the performance, played a good role in promoting. Bank marketing planning, marketing, management and business development there is a strong reference and guidance. Contents: Section I of the main battlefield of the Chapter bank marketing - business marketing to see foreign the to landing ashore Q Marketing Who Controls Section II-owned weapons frequency resorted to my site I call the shots section III. the number of talent Merry Phoenix TV on the second chapter of the Phoenix tour Share gluttonous feast - Section II of the the deposit business marketing Section I demand deposits notify the deposits of the third quarter time deposits the fourth quarter deposit agreement for Section V RMB margin deposits the Section VI Deposit business marketing skills Chapter standing on the shoulders of giants financing business marketing Section 1 liquidity loans Section II project loan selenium in the third quarter of the Chinese capital increase loans to the fourth quarter corporate account overdraft Section 5 legal mortgage loans Section VI syndicated loans knives Section VII The export tax rebate hosting...

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