



Why also selling iPhone sell so expensive: CEO. you look at the economics(Chinese Edition)

By MA JIE

paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Why paperback. Pub Date: October 2012 of Pages: 307 Language: Chinese in Publisher: Contemporary Chinese Journal also selling iPhone sell so expensive: the CEO and with you to look at the economics departure from an ordinary consumer perspective. with plain language describes the role of technological innovation. production costs. marketing strategies. consumer psychology. market supply and demand and other factors play in the case of world-class classical economics. Traditional research focus too much on the economic theory enigmatic discourse of Margery broke the shackles with the case of Amazon. Johnson & Johnson cosmetics. Hitachi and other big companies for corroboration. summed up the new business model. to succeed. CEOs need to understand the experience and philosophy of economics which contain. Of informative. teach him to fish. concise language to help readers cultivate economic thinking and economic terms also appear. made a detailed explanation. Contents: the price and value of the basic concepts of the Preface PART 1 Economics. why so expensive iPhone sold hot? Second. why diamonds are more valuable than water? Third. why is the price of beef noodles...



READ ONLINE
[4.19 MB]

Reviews

This published book is wonderful. It is really simplified but unexpected situations within the fifty percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Dr. Janis Reilly**

Completely among the finest publication I have got possibly read through. It really is rally exciting through reading through period. You are going to like how the writer compose this publication.

-- **Modesta Stamm PhD**