

## Culture Marketing



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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pages Number: 377 Publisher: China Economic Publishing House Pub. Date: 2010 -09-01. marketing culture in China s first comprehensive, systematic definition of cultural industries and market scope; the cultural market is divided into cultural commodities (books, newspapers, periodicals, audiovisual, software, art, artifacts, flowers, pets and entertainment products), cultural services market (performance, entertainment, exhibitions, tourism, film, video, radio, television, Internet, education, consulting, advertising, design), cultural resources market (natural resources, cultural resources, cultural materials, intellectual property, cultural talents, cultural capital) more than 30 sub-three sub-systems market, a comprehensive and systematic exposition of the cultural theories of marketing and management application. Cultural Marketing, a total of 15 chapters: Introduction and evolution of the cultural market, cultural goods, cultural services and cultural resources, markets, cultural market environment, demand, segmentation, product, price, channel, promotion, development and management, a total of 42 million words. Cultural Marketing culture industry, institutions of higher learning for our management expertise to provide the latest version of the textbook on the management of China s cultural industries and culture, tourism, advertising, sports, journalism, publishing, radio and television, information communication, education and training administrative staff and other industries have a certain value. Contents: Chapter Introduction to the cultural market and characteristics of the meaning of Section II of culture in the form of cultural products and cultural products and features Section IV the concept of cultural industries and properties and composition as defined in Section V of the classification and the cultural market Chapter II History feature cultural market section of modern culture and ancient cultural market Section III of modern culture, market market market Chapter IV of contemporary culture and cultural commodities section of books, newspapers and periodicals and audio-visual...



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