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----- About the author Zhao-Xia Zhang. Application literary theory PhD. Beijing Dance Academy Head of the Department of Art. Department of Communication. academic leaders. Nankai Literaturwissenschaft postdoctoral staff. Is principally engaged in the cultural industries. sociology of art and multimedia art research. Published more than 10 papers. participated in and presided over a related research projects examining various. Jinxin. business management consultant. Now working in Beijing the career investment company of Zhongbaoxin. served as the research and development department. practice person in charge of the Ministry of Investment. Who has many commercial theater company for management consulting. and planning for the theater company in Franchise mode. complete the franchise documents. industry praise. Contents General Preface Introduction Chapter International Chapter performances of Marketing Research. Marketing Management Introduction to set performance market overview Market Overview Chapter performances Chapter performances market audience...

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