

Music2go: marketing

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20435643&lokasi=lokal>

Abstrak

music2go is a business simulation designed to apply the concept of market analysis, segmentation, marketing mix and product lifecycle in an interactive live marketing case study. music2go has been modeled on the U.S portable CD player market between 1997 and 2004