

港台節目：勝在營銷 17/10/2006 第三集

港台節目勝在營銷第三集主要探討市場調查與企業及消費者的關係。當中更訪問我們安柏市場策劃公司的市場策劃部副經理卓先生有關市場調查對市場推廣的主要性。

A RTHK TV programme <<勝在營銷>> aimed to analyze the relationship among the market research, enterprises and customers. Our vice manager of marketing department, Mr. Ivan Check has been interviewed by RTHK to indicate about the importance of the market research to the market promotion.