

On Advertising and Saling from Systematic Points of View

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The present conditions and the prospect of saling and advertising design in China were studies from the viewpoints of systematic dialectics. The saling of goods in enterprises is a systematic engineering, and advertising is only a chain of the whole system. The operation of advertisement is always affected by other elements of the system. Ignoring the interaction and connection of other elements or even holding advertising as the mere mean of saling will bring terrible disaster to the enterprise. Smoothing the saling channel and renovating the transmitting chain become pressed tasks of salesman and advertisement designers, that helps enterprises take upper hand in market competence.



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