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that require a unique selling point for the product and puts the functional attractiveness of the product first.  Price: Depending on the different price strategy develop, product price is based on the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company's brand strategy, pay attention and the line between the company and the line between the company's brand strategy, pay attention and the line between the company and the line between the line be	` ,
Instead of facing up to consumers directly, companies focus on growing dealers and building distribution networks, and the link between business and consumers is through distributors. Promotion: Companies focus on changes in sales behavior to stimulate consumers or lead to early consumption growth, attract other brands of consumers or lead to early consumption to promote sales growth. The 4P proposal lays down the basic theoretical framework for management marketing. The theory, based on	,
are two factors that influence the effectiveness of a company's marketing activities: controllable factors Uncontrollable factors product, Price, distribution, promotion society, population, technology, economy, environment/nature, politics, law, ethics, geography, extern	
uncontrolled environmental factors such as social/demographic, technological, economic, ecological/natural, political, legal, ethical, geographical factors, which are also external environments for the company. Note: P1 productions in the company is the company of the company of the company is the company of the company	·
promotion The advantages of this model are obvious: It sums up such a complex economic phenomenon of corporate marketing activities as three circles and summarizes the thousands of factors available in the enterprise marketing process into four main factors, note in the company. Note: F1 productions are considered uncontrollable factors, which are also external environments for the company. Note: F1 productions are considered uncontrollable factors, which are also external environments for the company. Note: F1 productions are considered uncontrollable factors, which are also external environments for the company. Note: F1 productions are considered uncontrollable factors, which are also external environments for the company. Note: F1 productions are considered uncontrollable factors available in the enterprise marketing process into four main factors, note: F1 productions are considered uncontrollable factors.	. , , . , , , ,
promotions that are very clear and easy to understand. Thanks to this advantage, it quickly became a widely accepted marketing mix model for the marketing practitioners. Although the concept of the marketing mix and 4Ps were quickly and	
some ways by some marketing scientists, especially the European School. This is mainly due to the following points: (1) The marketing element is only suitable for small-scale missions, as it is only for the seller of the transaction to take into account the problem, observed that the following points:	
not from the interests of the customer or society as a whole, which is still a reflection of the concept of production or customer or ientation., and its focus is short-term and purely transactional; According to Boden, the	•
marketing, but rather to provide a reference for marketers who should combine the factors or variables that can be used in a uniform marketing plan (Neil Borden, 1964). However, the 4Ps model does not explicitly contain elements of coordination and integration, does	1
such as the main marketing factors and how they are taken into account and accepted by marketing managers are ignored, a preference for structure is much greater than a focus on the process (Kent, 1986). At the same time, marketing is the mutual satisfaction of i	•
influence of a large number of factors in the interrelationship; In addition, consumer goods manufacturers have mainly industrial relationships with retailers and wholesalers, who increasingly see themselves as service providers. In this case, the role of 4P in the consumer goods manufacturers have mainly industrial relationships with retailers and wholesalers, who increasingly see themselves as service providers. In this case, the role of 4P in the consumer goods manufacturers have mainly industrial relationships with retailers and wholesalers, who increasingly see themselves as service providers. In this case, the role of 4P in the consumer goods manufacturers have mainly industrial relationships with retailers and wholesalers, who increasingly see themselves as service providers.	umer goods sector is limited; (4) 4Ps define marketing
as a functional activity, separate from other activities in the company and approved for professionals responsible for analysis, planning and implementation. Companies set up marketing or sales departments specifically for marketing functions, and of course sometimes.	es involve experts from outside the company to
engage in certain activities such as market analysts and advertising experts. Consequently the rest of the organization is decoupled from marketing, and marketers are not involved in product design, production, delivery, customer service and opinion processing, and	other activities. Involved. the Bulte, 1991); (5) The
marketing mix and the 4Ps theory do not have a solid theoretical basis. As a basic marketing theory, Groenros believes that it is largely gained from practical experience and is probably influenced by microeconomic theory, especially monopoly theory in the 1930s. He	owever, the link to microeconomics was quickly cut off
and even completely forgotten. As a result, the marketing mix has only a few P-factors left without theoretical roots piling up in the body (Christian Gronroos). Gosta Mickwitz (1959) pointed out as early as 1959 that when empirical work in marketing mechanisms shown and even completely forgotten.	ws that companies assume a large number of
significantly different parameters from each other, the theory of corporate behavior in the market is very unrealistic if it is satisfied with only a few of them. In response to this criticism, later scientists continue to enrich the 4Ps model by adding many subfactors to each	
price portfolio, a sales portfolio, a sales portfolio, a communication, and a promotion mix, each of which changes four factors, requiring other factors to respond to change. This creates a marketing mix (see Figure 1-2). According to the real requirements of combining	,
development of marketing management and the optimal allocation of marketing resources. The requirements and purpose of the marketing factor combination is to use the most appropriate products, the most appropriate prices, the most appropriate advertising meth	
needs of consumers in the target market in order to achieve the best reputation and economic benefits. Therefore, the theoretical 4Ps model is still a very effective guiding theory in marketing decision-making practice. The author continues to use this theoretical model model is still a very effective guiding theory in marketing decision-making practice. The author continues to use this theoretical model model is still a very effective guiding theory in marketing decision-making practice. The author continues to use this theoretical model model is still a very effective guiding theory in marketing decision-making practice. The author continues to use this theoretical model mo	• • • • • • • • • • • • • • • • • • • •
4Cs are complementary rather than alternative relationships, i.e. Customer, refers to the use of customers and desires of customers and then to produce, operate and sell the customer to determine the service products they	, ,
as convenient as possible for customers, communication means to replace promotion with communication, sommunication, and promotion is a linear way of communication, whether it is a promotion strategy or a pull strategy. The relationship 4Ps	
Interrelational Comparison Table Category 4Ps4Cs illustrates the scope of product services, projects, service product positioning and other customers (customers) to study customer requests, and provide the appropriate product or service price	
discount, and other costs (costs) is willing to pay the customer's costs and costs. Is. Advertising, personal development, business promotion and public relations Communication) proactive communication with customers, looking for a win-win identity to communication with customers and costs. Is a discount and public relations Communication of providing the basis stretch and costs. Is a discount and public relations Communication with customers, looking for a win-win identity to communication with customers and costs. Is a discount and public relations Communication with customers and costs. Is a discount and costs are a supplied to the costs of the	` ,
(Lauterang) based on the market segmentation of employees within the company, lending the basic strategy combination of marketing: 4ps product, price, sales (location) promotion can help the human resources department of the company to better complete the propersonnel management. In particular, the marketing of human resources management can be focused on the following three target markets for the Enterprise Senior Management Line Manager (Peer Department Manager) and grassroots employees. 1. Human resources management Line Manager (Peer Department Manager) and grassroots employees. 1. Human resources management Line Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots employees. 1. Human resources department Manager (Peer Department Manager) and grassroots department Manager (Peer Department Manager) and gra	·
levels of personnel to the different needs of personnel management, the development of the appropriate personnel management products is conducive to improve employee satisfaction, to create a harmonious working relationship.  Since the specific tasks and re	
the workplace, the different personnel policies of the company and different personnel plans differ in the specific implementation, its content, the methods and other aspects of the corresponding differences. Take, for example, the products (training programmes or training programmes) and other aspects of the corresponding differences.	
usually based on new theories, new ideas, new methods, since the main contents of common methods are: case analysis and research, document processing, business games, etc.; The training of basic staff focuses mainly on general theoretical knowledge, expertis	
audiovisual teaching, apprenticeship training and so on.  2. Pricing strategy for human resources management channel strategy human management channel strategy includes how human resources product for specific constant.	•
selected for the Human Resources Department consumers in different market segments. (1) Marketing of the Executive team is carried out mainly through the transfer of product to the HUMAN resources department.	
specific human resources management policies and various personnel plans must be recognised by management, HR departments as specific policy makers can often pass products to management through feasibility analysis reports, face-to-face communication, more	• • • • • • • • • • • • • • • • • • •
channel for this segment. (As shown in Figure 1) (2) Marketing of supervisors (department heads of the same level): direct channels, for line managers, marketing can choose both direct and indirect channels. On the one hand, the HR department heads of the same level):	artment can pass the product directly on to the
manager through public relations, training, meeting, etc., on the other hand, the product of various personnel management can be passed on from top to bottom by the management by ordering work, dissection of tasks, etc. to the manager. (3) Marketing of empl	,
indirect channels Human resources departments should train management departments as the main channels of product transfer, as they are general human resources managers who are the main managers responsible for human resources management practice, but the main channels of product transfer, as they are general human resources managers who are the main managers responsible for human resources management practice, but the main channels of product transfer, as they are general human resources managers who are the main managers responsible for human resources management practice, but the main channels of product transfer, as they are general human resources managers who are the main managers responsible for human resources management practice, but the main channels of product transfer, as they are general human resources managers who are the main managers responsible for human resources management practice, but the main channels of product transfer, as they are general human resources managers are the main channels of product transfer, as they are general human resources managers are the main channels of product transfer, as they are general human resources managers are the main channels of product transfer, as they are general human resources managers are the main channels of product transfer, as the main channels	y implementing various management functions, line
managers can be a variety of human resources management products (such as performance assessment indicators and standards, welfare systems, etc.) for staff. At the same time, the HR department can also organize various human resources management activit	· · · · · · · · · · · · · · · · · · ·
transfer. 4. The core of the human resources management support strategy is to use different communication methods and means to promote the strategies and plans of human resources management and to improve the understanding and recognition of the per	· ·
managers, product promotion is at the heart of improving their human resource management capacity based on the role of the specific companies in their human resources practice. Only if the manager fully understands and fully understands the various personnel managers, product promotion is at the heart of improving their human resource management capacity based on the role of the specific companies in their human resources practice.	,
implement human resources management. Human resources departments should provide comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management tools (e.g. communication techniques for performance to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management to the comprehensive training for supervisors in a variety of ways to understand how to use various human resources management to the comprehensive training for the comprehensive	7. 11
operational processes, and so on, so that they can be mastered and used skilfully. The most important thing for the average employee is to have as much information as possible about the human resources management system. Therefore, in addition to the management system.	
HR department can also use product promotion for employees at the grassroots level through a variety of promotion opportunities to enable employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees to exchange as much information as possible in order to strengthen trust between employees and supervisors, employees are supervisors.	
example, timely disclosure of job vacancies in the company, personnel-related training projects can be implemented on time and the implementation of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the quality, pay and performance system, which is explained in detail and clearly, can open up a variety of communication of the pay and performance system.	' '
communicate with human resources at all times. In summary, human resources management is no different than talking on paper without the involvement of all employees. Therefore, the HR department should carefully analyse the needs and expectations of person management and constantly improve their ability to improve customer needs so that customers can offer better products and services, thus promoting the realization of comprehensive human resources management. A company is a major product m industrial company	' '
the years good performance. Product m has two processes, the first process after completion of the unit production costs of 500 yuan, unit cost 40 yuan, are completed in	
taxable person with an applicable income tax rate of 33%. This year a company revenues of 30 million yuan, taxable income of 3 million yuan. Company A designs the Marketing plans for product m from a 4Ps perspective. (1) Product (new product development) A company A designs the Marketing plans for product m from a 4Ps perspective.	
replacement products by exploring potential market demand is expected to be completed in 3 years. The total investment is 2.1 million yuan, progress is evenly distributed, and the plan is to invest 700,000 yuan per year. The amount of taxable income of the company	• • • • • • • • • • • • • • • • • • • •
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first year: (300-70×50%) ×33% x 8745 million yuan: the second year payable income tax: 300×33% - 990,000 yuan, total 2.8545 million yuan in three years. According to the tax planning, without affecting	g the progress of research and development, the
first year: (300-70×50%) ×33% x 8745 million yuan: the second year payable income tax: 300×33% - 990,000 yuan; Income tax payable in the third year: 300×33% - 990,000 yuan, total 2.8545 million yuan in three years. According to the tax planning, without affecting company will be the first year 600,000, the second year 700,000, the third year 800,000 distribution, the first year should pay income tax: (300-60×50%) ×33% - 891,000 yuan; Yuan; (2) Prices (Transfer prices) A company according to market research, noted that its payable in the third year 800,000 distribution.	g the progress of research and development, the products m customers are mainly in Shenzhen area,
first year: (300-70×50%) ×33% x 8745 million yuan: the second year payable income tax: 300×33% - 990,000 yuan, total 2.8545 million yuan in three years. According to the tax planning, without affecting	g the progress of research and development, the products m customers are mainly in Shenzhen area, lanning, Company A set up company C in the high-tech
first year: (300-70×50%) ×33% x 8745 million yuan: the second year payable income tax: 300×33% - 990.000 yuan; Income tax payable in the third year: 300×33% - 990,000 yuan, total 2.8545 million yuan in three years. According to the tax planning, without affecting company will be the first year 600,000, the second year 700,000, the third year 800,000 distribution, the first year should pay income tax: (300-60×50%) ×33% - 891,000 yuan; Yuan; (2) Prices (Transfer prices) A company according to market research, noted that its pand customers want that products m can be customized on request, taking into account costs, competition and other factors, A company will price products with 800 yuan. Then Company A should pay income tax of 85.8 yuan under normal circumstances. After tax planning without affecting the products with 800 yuan.	g the progress of research and development, the products m customers are mainly in Shenzhen area, lanning, Company A set up company C in the high-tech 400-300-1 20) ×33% to 26.4 yuan, C company should
first year: (300-70×50%) ×33% x 8745 million yuan: the second year payable income tax: 300×33% - 990,000 yuan; Income tax payable in the third year: 300×33% - 990,000 yuan, total 2.8545 million yuan in three years. According to the tax planning, without affecting company will be the first year 600,000, the second year 700,000, the third year 800,000 distribution, the first year should pay income tax: (300-60×50%) ×33% - 891,000 yuan; Yuan; (2) Prices (Transfer prices) A company according to market research, noted that its part and customers want that products m can be customized on request, taking into account costs, competition and other factors, A company will price products with 800 yuan. Then Company A should pay income tax of 85.8 yuan under normal circumstances. After tax planning without affecting to the tax planning and other areas that enjoy tax advantages, the second way: transfer the process to company C (15% applicable income tax rate), so that the second process can meet customer order needs, and company A each product is subject to income tax (4) applicable income tax rate).	g the progress of research and development, the products m customers are mainly in Shenzhen area, lanning, Company A set up company C in the high-tech 400-300-1 20) ×33% to 26.4 yuan, C company should per cashback, calculated vatable 58.11 yuan, income
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The Marketing 4Ps combination. Accounting research. 2007 . . . . . . . . . . . . . . . . (USA) Philip Kotler. Marketing Management (version 11) (M) Mei Qinghao translation. Shanghai: Shanghai People's Press, 2003.12. - Wang Jun. The Enlightenment of Employment Promotion Means for Foreign College Students to Our Country, Journal of Black River Studies, No. Page 2: US car rental company Hertz is the largest and most famous car rental stores across the country and 5,100 around the world. Hertz has a wide range of models to choose from and offers short-term rentals daily, weekly and monthly. Car rental companies are located at the airport, in the city centre, in the commercial centre of the suburbs, as well as in residential areas and attractions. Today, Hertz booking centers worldwide handle nearly 40,000,000 calls a year and make nearly 30,000,000 car rental reservations. As a global leader in car rental companies, Hertz has 7,400 car rental businesses in the United States and more than 150 countries. Hertz Equipment Leasing Company (HERC), which provides contractors, industry and government agencies with a wide range of construction and industrial equipment and sells high-quality used equipment. Hertz Claims Management, a third-party liability companies and the insurance market. Hertz Neighborhood Stores (HLE), which specializes in insurance replacement services and offers shortterm rental cars to customers who own private cars for repairs to their cars or for other reasons, filed for bankruptcy on the evening of May 22, 2020 local time. Foreign media reported that the bankruptcy would make Hertz one of the most high-profile defaults for companies caused by the outbreak that affected The Americans' journey. In its May 22 statement, Hertz said the impact of the new crown outbreak on travel demand was sudden, leading to a sharp drop in revenue and future bookings. While the company took immediate action to address the crisis, uncertainty remains as to when sales will recover and when the used car market will resume sales in full. Hertz intends to continue working during the debt restructuring and to create a healthier financial company... Alibaba, ARM, Innovation, Red Dot Investment, Sequoia Investment Company Intellectual Ho Hongxuan - Macau Gambling King, Hong Kong and Macau famous patriotic entrepreneur Ho Hongxuan, born in Hong Kong on November 25, 1921, Hong Kong and Macau entrepreneur, known as the Macau Gambling King, is one of the grandsons of Sir Ho DongBrother Ho Fu, Hoguang's son, ranked in the Mr Ho has Jewish, Dutch, British and Chinese ethnic roots and follows the matrilineal Guangdong Bao'an in accordance with the traditional ancestry of the Ho Dong family. In 1961, the Portuguese-Australian government decided that the gaming industry must be introduced through the franchise system, Mr. Ho looked at punctuality, returned to Macau, with Mr. Ho and others to win the exclusive casino franchise, and took the first step on the way to becoming the gambling king. Gambling king. From 2011, its companies include: Macau Gaming Holdings Limited, Hong Kong Xinyu International Group, Hong Kong Xinde Group Co., Ltd., Macau International Airport Franchise Company, Ace International, Macau Chengxing Bank, etc. On 12 June 2018, Mr. Ho resigned as Chairman, Executive Director and Member of the Board of Directors. On November 13, 2019, the gambling king Ho Hongxuan generously donated to the country the bronze statue of the head of the Yuanmingyuan horse, which is also the second Yuanmingyuan animal head that the gambling king has given to the state. On May 26, 2020, Ho Hongxuan, a well-known patriotic entrepreneur from Hong Kong and Macao and a member of the Standing Committee of the 9th to 11th CPPCC National Committee, died at the age of 98. (Detailed) Businessmen... A management scientist. Financial investors . . . Executives... Marketing scientist Think Tank Frontier Globalization is a multi-level, multidisciplinary concept of interdependence, influence and limitation, with economic globalization as its core and including politics, culture, science and technology, military, security, ideology, way of life, values, and so on. Globalization can be summed up as the globalization of science and technology, economy, politics, the rule of law, management, organization, culture, ideology, interpersonal communication and international relations. On May 24, 2020, a reporter asked the State Council or Foreign Minister Wang Yi that globalisation is likely to reverse and the world is no longer in the past, and Wang Yi said that the world certainly cannot go back because history is progressing. What is the right choice and direction for globalisation? First, globalisation needs more inclusive and inclusive development. Globalisation is an inevitable trend to promote the development of the world and a strong trend towards promoting human progress. While we adhere to the rational allocation of resources worldwide and ensure the best cost-effectiveness, we should pay more attention to alleviating the shortcomings of the growing gap between rich and poor caused by globalisation and the imbalance in regional development. Secondly, multilateralism must be more preserved and promoted. This outbreak has proven that it is impossible to stand alone, no matter how powerful a country is. To see on the other side of the shore, the fire will eventually affect itself, falling the rocks to the end will be the credibility of the ground. In the face of increasingly increasing global challenges, the international community can only become a united force in the if it stands by multilateralism; Thirdly, global governance needs to be reformed and refined more precisely. Global governance needs to be reformed and improved more precisely, uncovering the shortcomings of national public health systems, the fragility of the global governance capabilities and governance systems. Reforming and improving global governance is one of the top priorities of the international community... Open the APP Open the APP. App.

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