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营销篇 \* 4C营销理论 (The Marketing Theory of 4Cs) \* 4R营销理论 (The Marketing Theory of 4Rs) \* 4P营销理论 (The Marketing Theory of 4Ps) \* 感性营销 (Sensibility Marketing) \* 利基营销 (Niche Marketing) \* 交叉营销 (Cross Marketing) \* 知识营销 (Information Marketing) \* 文化营销 (Cultural Marketing) \* 服务营销 (Services Marketing) \* 体验营销 (Experience Marketing) \* 定制营销 (Customization Marketing) \* 色彩营销 (Color Marketing) \* 绿色营销 (Green Marketing) \* 关系营销 (Relationship Marketing) \* 合作营销 (The Co Marketing Solution) \* 伙伴营销 (Partnership Marketing) \* 一对一营销 (One-to-One Marketing) \* 差异化营销 (Difference Marketing) \* 大市场营销 (Big Marketing) \* 个性化营销 (Personalization Marketing) \* 堡垒式营销 (Focalization Marketing) \* 数据库营销 (Data base Marketing) \* 服务分销策略 (Services Distribution Strategy) \* 服务促销策略 (Services Sales Promotion Strategy) \* 整合营销传播 (Integrated Marketing Communications, IMC) \* 水坝式经营 (Dam Operation) \* 战略营销联盟 (Strategic Marketing Union) \* 网络数据库营销 (Internet Data base Marketing) \* “整时营销”与“晚盈利” (Profit by Timing Marketing and Lag Profit Marketing) 相关推荐：盘点百个最流行的管理词汇：管理篇 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)