

國立交通大學

高階主管管理學程碩士班

碩士論文

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以台灣半導體/FPD 設備耗材供應商嬰兒期公司為例

The Study of Incentive Program for Sales Representatives:
A Case Study from one IC/FPD Supplier of the Equipment and
Key Components in Taiwan during its Infant Stage

研究生：龍仁生

指導教授：李榮貴 教授

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