



Marketing sectoriel-spécifique

1-Les facteurs de ruptures

1.1 Internes à l'entreprise (micro-marketing)

- *Département Marketing pas assez transversal
- *Privilégie le court terme à l'innovation
- *Pas de prise de risque = appauvrissement
- *Mal répondu aux problèmes écologiques et éthiques
- *Pas anticipé les MDD
- *Pas apporté de solutions à la valeur immatérielle de son action (bilan comptable)

Marketing De La Banque Et De Lassurance Marketing Sectoriel

JE Gale



Marketing De La Banque Et De L'assurance Marketing Sectoriel:

Marketing de la banque et de l'assurance Anne Julien, Antoine Gautier, 2018-01-10 La banque et l'assurance font partie des secteurs les plus touchés par la révolution digitale. Les métiers volent la relation client aussi. Toujours soumis à une réglementation contraignante, les enjeux du secteur portent autant sur l'autonomie et l'expérience client que sur la communication pour fidéliser et la maîtrise des données. Mettant largement l'accent sur les évolutions liées à la digitalisation et la data science, cette 2^e édition propose de nombreux outils pour accompagner la transformation de la banque et de l'assurance. Illustré de nombreux exemples et d'interviews d'experts du secteur, cet ouvrage présente une vision marketing globale de la banque et de l'assurance.

Marketing de la banque et de l'assurance Anne Julien, André Marot, 2012-10-24 Ébranlé par les crises, les réglementations, les métamorphoses technologiques, le secteur de la banque et de l'assurance doit évoluer et faire face à la montée d'une certaine défiance. S'appuyant sur les nouveaux parcours d'achat du client, ce livre propose des méthodes et outils pour améliorer la performance de tous les éléments du mix marketing. Réussissant à conjuguer l'approche académique et opérationnelle, ce livre répond à l'essentiel. Mieux intégrer le parcours d'achat multicanal du client. Mieux connaître le client. Développer la communication interactive et faire préfigurer les valeurs de la marque. Créer une offre apportant de la valeur pour le client comme pour le personnel en contact. Concilier le paradoxe du client expert et comparateur avec la montée en compétences des personnes en relation. Illustré de nombreux exemples et d'interviews d'experts du secteur, cet ouvrage présente une vision marketing globale de la banque et de l'assurance.

Monétique et marketing Monique Zollinger, 1989-01-01 T00:00:00+01:00 Monique Zollinger est spécialiste du marketing bancaire. Diplômée d'études supérieures de banque et finance, Docteur d'état en Sciences de Gestion, elle est l'auteur d'ouvrages remarqués et de nombreuses publications et articles consacrés au marketing, la banque et aux cartes de paiement. Elle est l'auteur de *Marketing bancaire vers une banque du 3^e type* (Médaille 1986 de l'Académie des Sciences commerciales). Actuellement, elle enseigne en tant que Maître de Conférences à l'Université d'Angers et est chargée de cours à l'Institut d'économie bancaire de Tours, Paris X Nanterre et Sup de Co de Tours. Elle collabore également à plusieurs revues professionnelles. Ce livre présente clairement une analyse de la révolution monétique actuellement en marche. Au-delà d'une présentation panoramique du marché de la carte plastique et des points de vue des divers acteurs, cet ouvrage révèle les enjeux marketing de la concurrence banque-commerce. Par son caractère pratique et synthétique, cet ouvrage s'adresse à la fois à un public de banquiers et de commerçants et aux étudiants des Universités et grandes écoles, ainsi qu'à tous ceux qui cherchent à comprendre cette importante évolution.

Annuaire national des universités, 2009 *Livres de France*, 2007 Marketing de la banque et de l'assurance Anne Julien, Antoine Gautier, 2018-01-10 Cet ouvrage donne toutes les clés pour mettre en place une relation de service et de conseil avec un système intégré centré autour du parcours client. Il présente les nouveaux codes de communication indispensables pour renouveler les activités marketing et commerciales. Cette 2^e édition enrichie de nombreux exemples, cas d'entreprises et avis d'experts.

met en avant l'impact du data analytics et les nouveaux outils nécessaires pour accompagner le responsable marketing dans la digitalisation de la relation client

Marketing de la banque et de l'assurance - 3e éd. Antoine Gautier, 2023-06-14 Les évolutions récentes des industries de la banque et de l'assurance sont prodigieuses expansion du potentiel de la data transformation des usages clients irruption de l'IA et multiplication des formes de connexion Autant d'outils et de possibilités dont des entreprises disruptives se sont emparées pour concurrencer les sociétés de banque et d'assurance traditionnelles Celles-ci sont elles pour autant dotées Bien au contraire elles font preuve d'innovation et de créativité pour renforcer et adapter leur relation client Le Marketing de la banque et de l'assurance d'Antoine Gautier est leur outil indispensable pour prendre en compte les nouveaux besoins des consommateurs Entièrement revue et enrichie de nouveaux cas d'entreprise et d'avis d'experts cette troisième édition est mise entre les mains des responsables marketing qui veulent incarner l'avenir de la relation client

Livres hebdo, 2007 *Les grands principes du marketing de l'assurance* Christian Parmentier, Alexandre Rispal, Marie Huyghues-Beaufond, 2023-10-25 La 4e édition des Grands Principes du marketing de l'assurance présente les stratégies et techniques de marketing adaptées au secteur de l'assurance Vritable outil de marketing stratégique et opérationnel cet ouvrage fournit aux professionnels les clés pour attirer de nouveaux clients les fidéliser et commercialiser les offres produits Il est composé de trois grandes parties Les fondamentaux du marketing Le marketing et le digital Les perspectives pour l'assurance blockchain et metavers IA Il répond de nombreuses questions parmi lesquelles Comment mettre en œuvre une stratégie de marché Quelles sont les techniques de conception des offres en assurance Quels sont les outils de mesure de la satisfaction client Comment exploiter la valeur client dans l'assurance Quelles sont les applications concrètes de l'IoT dans le secteur de l'assurance Cet ouvrage s'adresse aux directions générales directions marketing et services commerciaux des compagnies d'assurance de réassurance et des mutuelles ainsi qu'aux intermédiaires d'assurance Très pédagogique enrichi de témoignages d'experts il constitue un support d'étude précieux tant pour les enseignants que pour les étudiants

Business magazine, 2001 Données personnelles et société de l'information Guy Braibant, 1998 **Canadian Almanac and Directory 2019** Grey House Canada, 2018-02-28 The Canadian Almanac Directory is the most complete source of Canadian information available cultural professional and financial institutions legislative governmental judicial and educational organizations Canada's authoritative sourcebook for almost 160 years the Canadian Almanac Directory gives you access to almost 100 000 names and addresses of contacts throughout the network of Canadian institutions

Le Moci, 1997 **La semaine juridique**, 1995 **Canadian Almanac & Directory** Laura Mars, 2009-10 The Canadian Almanac government and public affairs executives lawyers marketing sales and advertising executives researchers editors and journalists and is a must for all Canadian libraries and universities

Canadian Periodical Index, 1996 **Le marketing bancaire et de l'assurance** Michel Badoc, Élodie Trouillaud, 2013 La 4e de couverture indique En dehors des thèmes classiques du marketing cette troisième édition très enrichie s'efforce de répondre aux préoccupations concernant les nouvelles

tendances du marketing recueillies au cours de nombreux entretiens avec les banquiers et les assureurs en Europe aux Etats Unis et en Australie En premier lieu mettre en place une mentalit une strat gie et une organisation marketing Puis pr parer les enseignes se confronter au marketing de demain utilisation du e marketing et du m marketing en relation avec les r seaux sociaux constitution de bases de donn es pertinentes partir de la g n ration de leads fid lisation du client avec une meilleure organisation de la CRM organiser le multicanal am liorer l efficacit des tudes et la performance des agences avec le neuromarketing et le marketing sensoriel faire face au danger du risque majeur et au souci du d veloppement durable en se dotant d une image de marque l gitime aupr s des clients Outre les services marketing et e marketing d information commerciaux communication et distribution l ouvrage illustr par de nombreux exemples concrets s adresse l ensemble des dirigeants et cadres de ces deux professions ainsi qu leurs partenaires conseillers soucieux de pr parer la banque et l assurance de demain Il est indispensable pour les tudants d sirant travailler avec ou dans ces deux professions

L'essentiel du marketing bancaire et de l'assurance Michel Badoc, 2007 Cet ouvrage propose au lecteur un d cryptage p dagogique et simple des m canismes de fonctionnement des entreprises bancaires environnement concurrentiel des banques p rim tres d activit modes de gestion des risques bancaires et financiers formation du r sultat d fis industriels auxquels les banques sont confront es dans un contexte concurrentiel accru Il vise faire p n trer le lecteur dans les rouages du fonctionnement des firmes bancaires en s appuyant notamment sur des illustrations et des exercices de synth se Il s adresse aux tudants de BTS banque de licence professionnelle de banque de Master Finance mais aussi au grand public soucieux de se familiariser avec le fonctionnement des banques RADAR ,1980 **Qui est qui en France** ,2013

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