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La distribution *Organisation et stratégie* *2^e édition*

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La Distribution Organisation Et Strategie

**Marc FILSER, Véronique DES
GARETS, Gilles PACHE**



La Distribution Organisation Et Strategie:

La distribution Marc Filser, Véronique des Garets, Gilles Paché, 2020-02-27 Croissance rapide de nouvelles formes de vente stratégiques de mutualisation des ressources logistiques phygitalisation plateformisation politique de renforcement des points de vente Autant de bouleversements du paysage économique qui font de la distribution une fonction clé de la gestion des entreprises Comprendre et expliquer la fois sa dynamique et ses enjeux revêt ce titre une importance majeure Rédigé par trois spécialistes reconnus du sujet l'ouvrage se fixe pour objectif d'aborder de façon pédagogique les principales dimensions de la distribution la relation avec l'acheteur final la gestion des interfaces entre industriels et distributeurs et les enjeux stratégiques liés à l'organisation du canal En rapprochant les plus récentes recherches internationales de l'analyse approfondie des pratiques et stratégies du secteur la troisième édition de ce livre devenu un classique dès sa sortie et abondamment citée depuis lors propose une synthèse originale et ambitieuse sur un certain nombre d'interrogations très actuelles Etayée de très nombreux exemples et illustrations il s'adresse un large public d'étudiants de chercheurs et de praticiens qui souhaitent prendre connaissance des tendances d'évolution les plus significatives en matière de management de la distribution et de comportements de ses principaux acteurs

La distribution Marc Filser, Véronique Des Garets, Gilles Paché, 2020-02-27 **La distribution** Jacques Vigny, 1986 Direction de la distribution Electricité de France. Direction de la distribution, 1983 *La distribution : organisation et stratégie* Marc FILSER, Véronique DES GARETS, Gilles

PACHÉ, 2001-02-17 L'ouvrage rédigé par trois spécialistes se fixe pour objectif d'aborder de façon pédagogique les principales dimensions de la distribution relation avec l'acheteur final travers des points de vente dont la gestion ne cesse de se complexifier Interface entre fournisseurs et distributeurs travers le management efficace des flux logistiques et transactionnels Variable d'action de la politique marketing travers des choix d'organisation mais aussi de pilotage des relations d'échange En rapprochant les plus récentes recherches internationales de l'analyse des pratiques du secteur ce livre propose une synthèse originale sur un certain nombre de grandes interrogations stratégiques **Le Bureau français pour**

l'étude de la distribution Bureau français pour l'étude de la distribution, 1934 L'organisation rationnelle de la distribution Eric Bovet, 1953

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