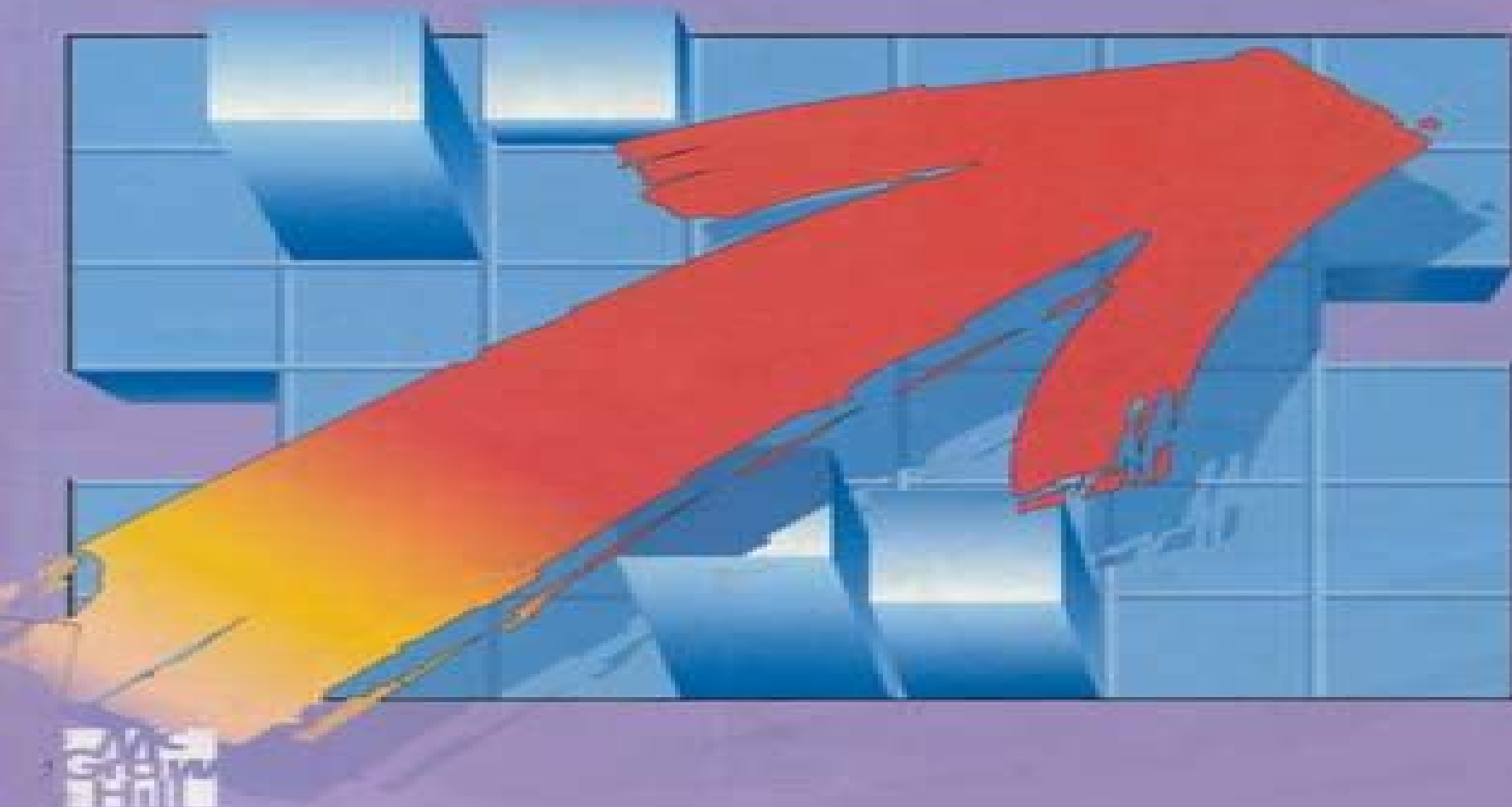


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Marketing Estratégico

JEAN-JACQUES LAMBIN



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Calidad y servicio - 3ra edición Martha Elena Vargas Quiñones, Luzangela Aldana de Vega, 2014-04-01 Esta obra ofrece al lector una orientación teórica y práctica partir de conceptos y herramientas que ayudan a las organizaciones instituciones y empresas a diseñar implementar y evaluar los procesos de calidad y servicio En los primeros capítulos el texto da a conocer los hitos históricos que han hecho impacto en el desarrollo del tema desde la aparición del hombre hasta nuestros días Selecciona teorías administrativas de calidad y servicio y las relaciona entre sí Luego de una revisión bibliográfica aporta conceptos que permiten derivar los elementos para las organizaciones A continuación menciona y explica los instrumentos que intervienen en la ruta del cliente y en la mejora continua Marketing en la actividad comercial MARTÍNEZ

VALVERDE, JOSE FULGENCIO, 2015-01-01 Los contenidos recogidos en este libro están adaptados a la legislación aplicable a la Formación Profesional establecida en la Ley Orgánica de Educación LOE con relación al módulo profesional de Marketing en la Actividad Comercial correspondiente al Ciclo Formativo de grado medio del título de Técnico en Actividades Comerciales perteneciente a la familia profesional de Comercio y Marketing En él se lleva a cabo un repaso pormenorizado de todos aquellos conceptos técnicos y procedimientos que definen el desarrollo de las acciones de marketing dentro de las organizaciones Con el fin de introducir gradualmente la comprensión y el aprendizaje de esta materia se comienza con la exposición de las características generales del marketing así como la influencia que sobre su implantación tienen tanto el entorno como el mercado en el que cada organización desarrolla sus actividades comerciales Una vez asimilada esta información se pasa a profundizar de forma individual en cada una de las políticas que componen el marketing mix de una organización producto precio distribución y comunicación para finalizar con la conjunción estratégica de todas ellas que se plasma en el proceso de planificación comercial El contenido se desarrolla con un lenguaje claro y sencillo y se acompaña de multitud de tablas actividades propuestas y resueltas figuras y notas que facilitan su comprensión Además al final de cada unidad se incorporan una serie de actividades que sirven de repaso y ampliación de los conocimientos adquiridos Se trata de una versión totalmente revisada y actualizada que incluye las últimas novedades relacionadas con los contenidos formativos establecidos en la normativa y con todos aquellos avances que han incorporado las nuevas tecnologías de la información y la comunicación a esta disciplina **programa de posgrado en ciencias de la administración** Universidad Nacional

Autónoma de México. Facultad de Contaduría y Administración. División de Estudios de Posgrado, 1999 **Marketing internacional** MARTÍNEZ VALVERDE, JOSE FULGENCIO, 2017-05-01 Este libro desarrolla los contenidos del módulo profesional de Marketing Internacional del Ciclo Formativo de grado superior de Comercio Internacional perteneciente a la familia profesional de Comercio y Marketing A lo largo de la obra se lleva a cabo un repaso pormenorizado de todos aquellos conceptos técnicos y procedimientos que definen el desarrollo de las acciones de marketing en el ámbito de los mercados internacionales En la definición del mundo actual en el que vivimos y en el que las organizaciones llevan a cabo sus

actividades un factor que sin duda ninguna destaca por encima del resto es su carácter globalizado pues las fronteras han dejado prácticamente de ser una barrera para la comercialización de productos y servicios lo que ha permitido aumentar considerablemente el tamaño de nuestro mercado de referencia. Con el fin de ir introduciendo de forma gradual al alumnado en la comprensión y el aprendizaje de la materia se comienza exponiendo las nociones básicas que justifican la importancia actual del marketing internacional así como la influencia que sobre su implantación tienen tanto el entorno como las características propias de los distintos mercados en los que cada organización desarrolla o pretende desarrollar sus actividades comerciales. Una vez asimilada esta información por parte de los alumnos se profundiza de forma individualizada en cada una de las políticas que componen el marketing mix de una organización a nivel internacional: producto, precio, distribución y comunicación, tras lo cual se finaliza con la conjunción estratégica de todas ellas que se plasma en la elaboración y el desarrollo de un plan de marketing internacional. Es importante destacar que la exposición de la totalidad de contenidos del libro se desarrolla mediante un lenguaje claro y sencillo acompañado de multitud de ejemplos, exposiciones prácticas, imágenes, esquemas, tablas, actividades propuestas y resueltas, notas técnicas, cuadros de argot técnico e información importante y enlaces web de interés además de prácticos mapas conceptuales al final de cada unidad que permiten el repaso de los contenidos clave antes de poner en práctica los conocimientos adquiridos a través de las actividades finales de comprobación, aplicación y ampliación. En suma se trata de una obra totalmente revisada y actualizada que incluye las últimas novedades en relación con los contenidos formativos establecidos en la normativa vigente y que toma como elemento irrenunciable la familiarización total del alumnado con una realidad de la que forma parte y que le influye en todos los ámbitos de su vida diaria.

Marketing internacional Rosario García Cruz, 2002-10 Visión global del marketing internacional. Formulación de estrategias en marketing internacional. El marketing mix internacional. Control e implantación del marketing internacional.

Marketing para pymes Alejandro Schnarch, 2013-04-30 Libros sobre marketing hay muchos pero una gran parte está escrita en otras realidades para otros contextos y generalmente enfocados en grandes corporaciones. Como resultado se han tratado de imponer teorías y estrategias que se usan en los países desarrollados y que no siempre tienen aplicación en nuestro medio puesto que los mercados, los comportamientos, los procesos, las creencias, los valores o las expectativas son diferentes. El autor, nacido en Chile, tiene una gran comprensión de la situación de América Latina producto de una larga experiencia profesional y académica al haber trabajado como asesor, profesor e investigador en varios países de la región lo que le ha permitido revisar, organizar y adaptar algunos conceptos y herramientas del marketing con un enfoque hacia las Pymes latinoamericanas.

Dirección publicitaria Ignacio Rodríguez del Bosque, Ana Suárez Vázquez, María del Mar García de los Salmones, 2011-04-12 Una buena publicidad requiere elevadas dosis de profesionalidad y creatividad que deben ponerse de manifiesto en todas las etapas del proceso. El presente libro nos acerca a este complejo mundo de la publicidad combinando el rigor técnico en la explicación de los diversos conceptos con casos prácticos ilustrativos de la realidad. Incluye

web www.editorialuoc.com/direccionpublicitaria Principios de marketing Águeda Esteban Talaya, 2008-10 La nueva edición de Principios de Marketing realiza un amplio recorrido por la moderna concepción del marketing desde una perspectiva tanto estratégica como operativa Este libro aporta a diferencia de otras obras de marketing la posibilidad de acercarse a los nuevos métodos en la gestión de clientes y a los instrumentos más actuales de comercialización que aplican las empresas en la realidad Qué es el valor del tiempo de vida del cliente para la empresa Cómo se coordinan las acciones de cross selling y upselling en la gestión del valor del clienteCuál es la principal causa de fracaso en la implantación de la estrategia de gestión de relaciones con los clientes CRM Qué tendencias actuales influyen más sobre el comportamiento de compra de los consumidores Qué variables y medidas integran los sistemas de control de las acciones de marketing que puede implantar la empresaCuáles son los principales servicios de información electrónicos a disposición de las empresas en la actualidad Qué reglas hay que seguir para obtener el éxito en el lanzamiento de nuevos productos al mercadoCuáles son los principales instrumentos para aumentar la rotación y rentabilidad de los productos en el punto de venta Qué principales formas de publicidad no convencional en televisión utilizan las empresas En este texto el lector encontrará respuesta a estas y muchas otras preguntas además de una gran cantidad de ejemplos ilustraciones y esquemas que facilitan la comprensión y aplicación Un libro útil tanto para el aprendizaje de estudiantes como para la consulta del profesional de marketing Autores: Esteban Talaya, Jesús García de Madariaga, María José Narros González, Cristina Olarte Pascual, Eva Marina Reinares Lara, Manuela Saco Vázquez NDICE Marketing funciones y entorno Mercado y demanda en marketing Planificación y organización de marketing Información e investigación de marketing Producto Distribución comercial Comunicación comercial *Libros de México*, 1991 **Boletín de información comercial**, 1998-07 Información comercial española, 2001 Dirección estratégica universitaria José Antonio Bringas Linares, 1997 Papeles de economía española, 1999 *Libros españoles*, 1979 Libros en venta en Hispanoamérica y España, 1988 **Boletín de estudios económicos**, 2005 *Libros españoles en venta*, 1996 Transformación estratégica Escuela de Administración de Negocios para Graduados, 1997 **Lecturas y casos escogidos de marketing** Konrad Fischer Rossi, 1996 *Revista venezolana de gerencia*, 2003

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