



Aide Mémoire Marketing E Exécutive Entreprise Gestion Et Management

Catherine Lejealle, Thierry Delecolle



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Aide mémoire - Marketing - 7e éd Claude Demeure, Sylvain Berteloot, 2015-07-01 Cet aide mémoire vous permettra d'assimiler toutes les notions indispensables du marketing stratégique et opérationnel le marketing de l'information la stratégie marketing le marketing mix produit prix distribution communication la relation client les techniques de vente et de négociation l'équipe commerciale Cette nouvelle édition entièrement revue et mise à jour met l'accent sur les récentes évolutions en termes de marketing digital et de gestion de la relation client CRM Elle comprend de nombreux exemples et fournit plus de 200 adresses de sites internet permettant d'approfondir ses connaissances Les Livres disponibles, 2004 La liste exhaustive des ouvrages disponibles publiés en langue française dans le monde La liste des éditeurs et la liste des collections de langue française

Marketing Claude Demeure, 2005 Cet ouvrage de base présente de manière détaillée toutes les composantes du marketing stratégique et opérationnel le marketing de l'information la stratégie marketing le produit le prix la vente l'étranger la communication commerciale la gestion de la relation client Les composantes principales sont complétées par une partie spécifique traitant la communication professionnelle communication interpersonnelle AT-PNI cette cinquième édition mise à jour début 2005 prend en compte les techniques apparues ces dernières années en matière de marketing benchmarking g-marketing relationnel gestion de la relation client yields management gestion programmée des approvisionnements e-business complet et très structuré ce livre constitue la fois un ouvrage de fonds accessible et un outil de référence efficace Il s'adresse principalement aux étudiants en IUT et BTS commerciaux Management des Unités commerciales Négociation et Relation Client Technico-commercial aux étudiants en IUFC pour la préparation au CAPET Economie Gestion option C et au PLP Vente aux étudiants en facultés non spécialisées en gestion aux personnes en formation continue

Aide mémoire - Marketing digital - 2e éd. Catherine Lejealle, Thierry Delecolle, 2022-06-01 Jamais le marketing n'aura connu autant de révolutions qu'avec Internet Cet aide mémoire vise à comprendre et appréhender les transformations du marketing liées au digital tant sur la demande des consommateurs que l'offre de l'entreprise Il permet ensuite d'assimiler toutes les notions indispensables du marketing digital et apporte un éclairage sur le nouveau tunnel de conversion et les stratégies mettre en place brand content inbound marketing médias sociaux growth hacking Un glossaire est présent en fin d'ouvrage Ouvrage labellisé par la FNEGE Fondation Nationale pour l'Enseignement de la Gestion des Entreprises en 2018 catégorie Manuel

Aide mémoire marketing Claude Demeure, Sylvain Berteloot, 2015 Présente tous les éléments essentiels du marketing stratégique et opérationnel une description des techniques de vente et de négociation des outils comme l'analyse transactionnelle la programmation neurolinguistique et l'évolution des théories de la communication

Le plan marketing à l'usage du manager Philippe Villemus, 2009 Qu'est-ce qu'un plan marketing Comment l'intégrer dans le projet et les valeurs de l'entreprise Comment faire un diagnostic de la situation Comment fixer les objectifs et choisir la stratégie Comment agir sur le mix Comment budgétiser et présenter le plan marketing Comment le mettre en œuvre le contrôler et le réviser Comment

concilier marketing d développement durable et respect de l environnement naturel Cet ouvrage apporte avec limpidité et rigueur des réponses toutes ces questions Il donne aux dirigeants les clés pour concevoir et exécuter un plan marketing qui permette de gagner plus de profit de chiffre d affaires et de clients Les points forts Un auteur la fois théoricien et praticien reconnu comme l'un des meilleurs experts marketing d Europe Par sa clarté ce livre s annonce comme LA référence pour les opérationnels et les étudiants Un pas pas concret truffé d exemples de tableaux de synthèses et de schémas récapitulatifs

Marketing Jean-Pierre Helfer, Jacques Orsoni, Ouidade Sabri, 2023-05-10 Ce manuel offre une vue d ensemble des principales notions de marketing Mix marketing Comportement du consommateur Etudes qualitatives et quantitatives Segmentation Prix Communication Distribution Illustré de très nombreux exemples le livre intègre également 30 cas d application concrets Des compléments numériques sont proposés gratuitement aux enseignants sur le site www.vuibert.fr les corrigés des exercices des diaporamas de cours des cas corrigés supplémentaires Fortement revue et enrichie cette nouvelle édition intègre les évolutions de la discipline Elle met l accent sur la distribution et la force de vente 30 le digital et ses concepts actuels traitement de la data IA réseaux sociaux omnicanal Elle prend également en compte les défis RSE relever Et elle inclut des exemples renouvelés et des cas et données chiffrées actualisées Le livre s adresse plus particulièrement aux étudiants en écoles de management l université en IAE IUT et IEP Il intègrera également les cadres en formation continue

L'essentiel du marketing Eric Vernet, 2011-07-07 25 000 exemplaires vendus Depuis la première édition de cet ouvrage les turbulences de l environnement les nouvelles technologies de l information et les évolutions surprenantes du comportement des consommateurs ont sensiblement modifié les pratiques marketing Cette troisième édition entièrement remaniée et enrichie de deux chapitres supplémentaires intègre ces nouveaux éléments Notre réflexion souhaite s inscrire dans la durée Aussi les techniques et les illustrations sont choisies pour leur fiabilité et leur caractère exemplaire elles veulent se situer au-delà des modes passagères L ouvrage accessible et pédagogique offre une solide initiation un marketing rigoureux Deux objectifs ont été privilégiés aller l essentiel et faciliter l assimilation des techniques de base Pour cela quatre principes ont été retenus Proposer d emblée une synthèse des éléments clés du marketing puis approfondir chaque point dans un chapitre distinct Privilégier la compréhension des comportements du consommateur en nous appuyant sur les résultats les plus solides des recherches académiques Donner une vision stratégique du marketing sans négliger les aspects techniques et les applications concrètes S appuyer sur des exemples réels développés dans les Focus Manager traiter les aspects techniques dans les fiches d idées et proposer un test de connaissance au terme de chaque chapitre

Le processus de réalisation d'un mémoire ou d'une thèse en marketing Kamilia Bahia, 2023-06-27 Ce manuel tente d apporter des éléments de réponse des questions de forme et de fond qui se posent de façon récurrente lors de la réalisation d un travail de recherche académique dans la discipline du marketing Le cheminement scientifique y est passé la loupe des premières phases d investigation de choix du sujet et de conceptualisation la phase de la communication des résultats lors de la soutenance en passant par les principales

considérations méthodologiques et ce que le cadre soit positiviste quantitatif ou relativiste qualitatif Cet ouvrage contribue la réalisation des objectifs suivants intégrer des critères de qualité susceptibles d'augmenter les chances de succès des recherches marketing prendre conscience de certains leviers qui renforcent la qualité de telles recherches harmoniser le système d'évaluation des méthodes et théories dans la discipline du marketing en établissant une liste de critères et une grille d'évaluation

Marketing Claude Demeure, 2008-01-23 Cet aide-mémoire de marketing présente de manière détaillée toutes les composantes du marketing stratégique et opérationnel le marché le marketing de l'information la stratégie marketing les 4P produit prix distribution promotion les techniques de vente et de négociation la vente étrangère la communication commerciale la gestion de la relation client La dernière partie de cette nouvelle édition mise à jour traite de la communication professionnelle communication interpersonnelle AT PNL Ce livre est un outil de référence efficace qui présente également des techniques récentes comme le gômarketing le business le benchmarking

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