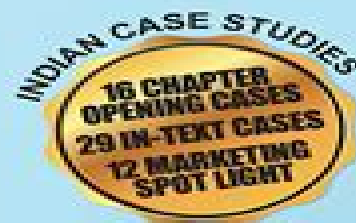
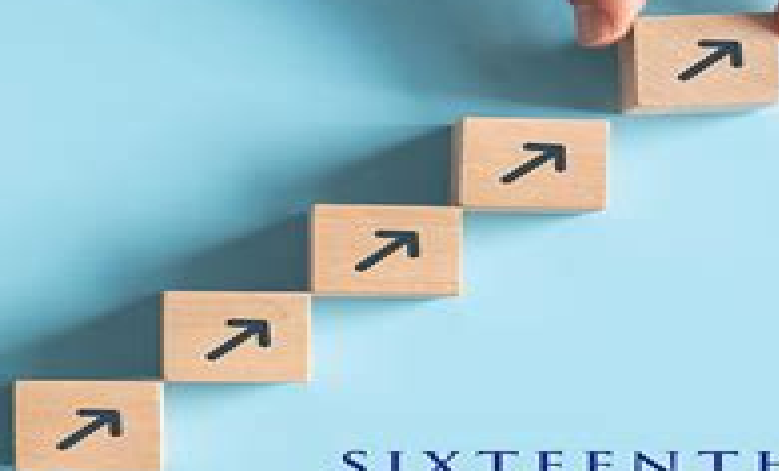


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Marketing-Management Philip Kotler, Kevin Lane Keller, Marc Oliver Opresnik, 2015

Eines der besten Management Bücher aller Zeiten Financial Times Der Bestseller Marketing Management von Philip Kotler ist das weltweit erfolgreichste Standardwerk im Marketing und wird weiterhin als die Bibel des Marketing bezeichnet Wie die vorangegangenen Auflagen bleibt auch die 14. Auflage seinem anerkannten und durch ihn begründeten Ansatz treu einen ganzheitlichen und integrierten Zugang zum Marketing darzustellen Ganzheitliches Marketing umfasst hier die Entwicklung Gestaltung und Implementierung von Marketingprogrammen prozessen und handlungen welche die gesamte Bandbreite und gegenseitigen Abhängigkeiten des heutigen Marketingumfelds berücksichtigen und somit als Konzept der marktorientierten Unternehmensführung verstanden werden können In der vorliegenden 14. Auflage des Marketingklassikers wurden alle Kapitel grundlegend überarbeitet und um neue Entwicklungen u. a. in den Bereichen Neuromarketing Corporate Social Responsibility Relationship Marketing und Social Media erweitert Der ganzheitliche Ansatz des Buchs umfasst dabei die aktuellen Marketinggrundlagen Praxisbeispiele sowie anwendungsorientierte Unternehmensfallstudien Das Buch richtet sich an Studierende an Universitäten Fachhochschulen und Berufsakademien sowie Trainer und Dozenten welche zum Lehrbuch umfassendes tief gehendes und aussagekräftiges Material für ihren Einsatz in der Vorlesung Seminaren und Workshops erhalten Unentbehrlich ist das Buch aber auch seit Jahrzehnten für Manager Entscheidungsträger und Praktiker welche einen verlässlichen Ratgeber für die tägliche Praxis im Unternehmen benötigen EXTRAS ONLINE Jetzt neu mit Zugang zur E-Learning Plattform MyLab Deutsche Version als ideale Begleitung zu Lehrveranstaltungen sowie zur Vorbereitung auf Klausuren Mit einem 24 monatigen Zugang kann auf einen kommentierbaren E-Text des Lehrbuchs zugegriffen werden Begleitend befinden sich auf der Plattform Übungsaufgaben mit Lösungen Links zu Marketingorganisationen digitale Lernkarten sowie Videos Diese umfangreichen Zusatzmaterialien ermöglichen eine optimale und effiziente Prüfungsvorbereitung wann und wo immer man will Für Dozenten und Trainer gibt es alle Abbildungen aus dem Buch zum Download für den Einsatz in der Lehre sowie Seminaren und Workshops Für deren Gestaltung bieten sich Übungsaufgaben

sowie Fragen zu den Unternehmensfallstudien an zu denen es jeweils ausführliche Teaching Notes gibt Marketing 4.0 Philip Kotler, 2017-04-26T00:00:00+02:00 Da quando Marketing 3.0 ha diffuso in tutto il mondo l'idea del marketing umanistico nuovi strumenti e tecnologie avanzate permettono di raccogliere informazioni più precise sui nostri clienti chi sono e come prendono le decisioni d'acquisto Paradossalmente l'analisi dei big data consente di creare prodotti e servizi sempre più personalizzati e Marketing 4.0 espone con autorevolezza una metodologia che permette di accompagnare i clienti nel percorso dalla brand awareness alla brand advocacy In questo nuovo e attesissimo progetto Philip Kotler il padre del marketing moderno presenta metodi di efficacia concreta con cui guidare il cliente nelle varie tappe del suo viaggio Il cammino tradizionale che conduce all'acquisto aware appeal ask act viene arricchito con una quinta componente l'advocacy perché le opinioni dei nostri amici e familiari influenzano profondamente le decisioni d'acquisto Scopriamo cos'come si esercita quell'influenza in che modo possiamo indirizzarla e quali strategie impiegare per sfruttare al massimo la personalizzazione delle esperienze attraverso metriche efficaci e best practice innovative I consigli puntuali e le spiegazioni intuitive permettono di passare facilmente da una mentalità tradizionale a un approccio orientato al marketing digitale con suggerimenti utili da mettere subito in pratica I riassunti alla fine di ogni capitolo riepilogano gli argomenti affrontati facendo di questo libro non solo un manuale ma un'opera di consultazione ricca di spunti di riflessione che instradano il lettore in un percorso di apprendimento personale e che aiutano a focalizzare le discussioni di gruppo per coinvolgere l'intera azienda Una guida che offre tutti gli strumenti necessari per restare sempre un passo avanti agli altri anche per il lettore digiuno di analisi dei dati perché permette di raccogliere informazioni basate sui dati che gettano luce sulle nuove abitudini di acquisto e sulle tre principali sottoculture i giovani le donne e i cittadini della Rete scoprire attraverso testimonianze dirette come il marketing 4.0 incrementa la produttività coinvolgendo i clienti in ogni loro attività nei mercati digitali ripensare il customer engagement nell'era digitale attraverso il marketing umanistico la creazione di conversazioni con i clienti e le strategie omnichannel Trasformare radicalmente il modo in cui pensiamo può sembrare impossibile ma grazie a Marketing 4.0 potrete iniziare subito a riscuotere successo nel parametro che ancor oggi resta il più importante l'opinione che il cliente si fa di voi Marketing-Management Philip Kotler, Friedhelm Bliemel, Kevin Lane Keller, 2007 Marketing Management Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen, 2019-07-12 The classic Marketing Management is an undisputed global best seller an encyclopedia of marketing considered by many as the authoritative book on the subject Marketing-Management Philip Kotler, Friedhelm Bliemel, 2006 *Marketing-Management* Philip Kotler, 1977 *MARKETING MANAGEMENT; ANALYSIS, PLANNING AND CONTROL* JOHN PHILIP AUTOR KOTLER, 1972 **Marketing-Management** Philip Kotler, 1974 **Marketing-Management** Philip Kotler, Friedhelm Bliemel, 1999 Marketing Management Philip Kotler, Mairead Brady, 2009 Inspired by the American edition of same title Marketing-Management : Analyse, Planung, Umsetzung und Steuerung. Folienvorlagen Philip Kotler, Friedhelm

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