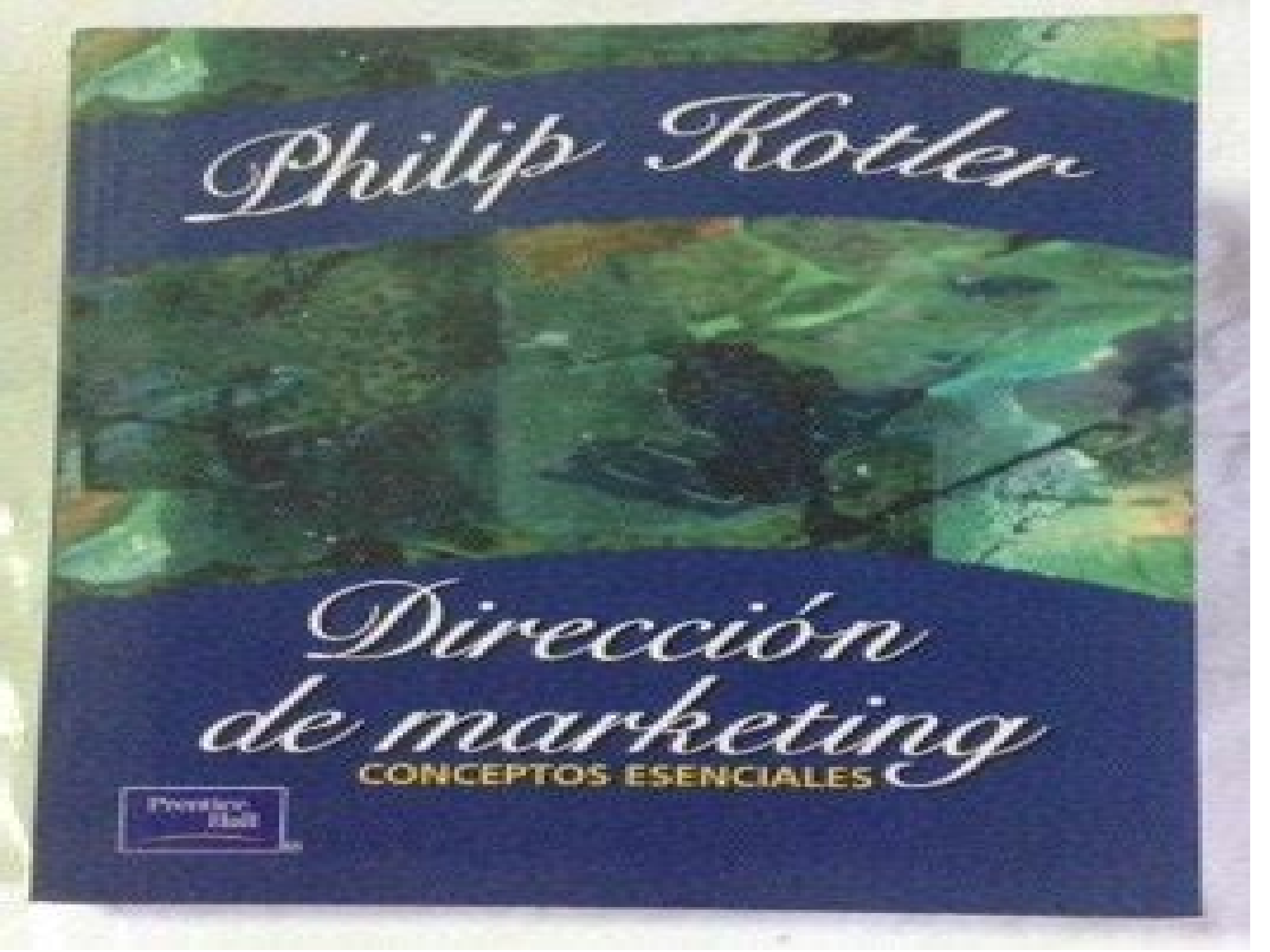




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Marketing Philip Kotler, Gary Armstrong, 2001 **Arquitectura de marcas** Manuel Martín García, 2005 Recoge El plan de marketing Metodología para la elaboración de un plan de marketing Desarrollo de las etapas del plan de marketing Análisis DAFO La definición de objetivos Selección de estrategias Realización de planes y presupuestos Control del plan de marketing Casos prácticos Casos de marketing Laura Fischer de la Vega, Jorge Espejo Callado, 2002 Fundamentos de marketing Roberto Dvoskin, 2004 **Introducción al Marketing Gastronómico** César Ciallella, Edgar Gabriel, 2015-12-31 Este libro es el fruto de más de una década de trabajo como profesor en un Centro de Formación Profesional Gastronómico específicamente en la materia Marketing Gastronómico así como el resultado del profesionalismo la capacitación y la pasión de Edgar Gabriel por la gastronomía Y de ese modo está pensado y planteado Cada tema está desarrollado como una clase la cual incluye un marco teórico y luego una actividad de aplicación para autoevaluación del lector Es decir es un libro interactivo en el que los autores y los lectores dialogamos Como Nosotros brindamos un marco explicativo sobre cada tema desarrollado y ustedes realizando las actividades propuestas La gastronomía es un mundo seductor y apasionante sin embargo requiere de una gran entrega y vocación de servicio por parte de quienes eligen dedicarse a ella Este libro está dirigido a aquellos emprendedores trabajadores y estudiantes gastronómicos que buscan una formación integral *La marca y el deseo* Rodolfo Barros, 2006-11-10 **La marca Universitaria**, Historias fabulosas del marketing Ignacio Soret Los Santos, 2002 Conocimiento del consumidor Clasificación de consumidores Necesidades y expectativas Entorno del consumidor La empresa el consumidor y recursos humanos Producto servicio y precio La distribución La comunicación **Investigación en Administración en América Latina**, **Marketing, El Valor de Provocar Ed. Actualizada** Guillermo Bilancio, 2001 **Tienes un buen producto... Identifica mercados**, *Nominología* Enrique Martín, 2005 Alimentos y Bebidas 2ª Edición Mónica Laura García, María Claudia Degrossi, 2018-04-18 Este libro aborda el gerenciamiento del Departamento de Alimentos y Bebidas en hoteles y restaurantes En el primer capítulo el lector podrá identificar la problemática de compras de materias primas definiendo los mecanismos correctos de recepción almacenamiento distribución producción y despacho Asimismo aprender las técnicas correctas de gestión y control En el segundo capítulo se podrá comprender la necesidad de la información para la gestión distinguir el comportamiento de los diferentes tipos de costos entender la metodología de costeo y reflexionar sobre la importancia de la fijación de precios en la gastronomía En el capítulo tercero se ahondará sobre el concepto de inocuidad y la consecuencia de la contaminación y alteración de los alimentos Se podrá además conocer los agentes causantes de enfermedades transmitidas por alimentos ETAs como así comprender la utilización de las buenas prácticas de elaboración en Alimentos y Bebidas Finalmente en el capítulo cuarto se profundizará sobre la generación de utilidades en empresas gastronómicas conocer la metodología del gerenciamiento por indicadores y reflexionar sobre la importancia del diseño de una carta de restaurante relacionada con la rentabilidad **Plan de Estudios 2005. Licenciatura en**

Contaduría, 2005 *Gestión comercial en las pymes* Juan Carlos Sanclemente Téllez, 2024-03-01 El marketing y las ventas no tienen por qué antagonizar. Por el contrario, deben colaborar, coordinarse e integrarse. Esto es aún más importante cuando se trata de emprendimientos, empresas pequeñas y medianas, además de las denominadas start ups. Pero esta sinergia no siempre se da: gerentes o propietarios pueden tomar decisiones de manera empírica cuando carecen de formación o no cuentan con los medios para adquirir conocimientos técnicos o académicos. *Gestión comercial en las pymes* es un libro que reflexiona, explica y expone consejos prácticos sobre todo lo anterior. Se sustenta en lo ya expuesto: existe una correlación y una influencia mutua entre el marketing y las ventas de modo que advertir e incorporar su interacción e integración en las acciones diarias empresariales es importante para negocios de cualquier magnitud. Este compendio de textos escritos por el autor a lo largo de varios años está dirigido a gerentes y emprendedores contemporáneos que quieren mejorar su entendimiento de procesos esenciales para el crecimiento de sus operaciones comerciales. O Novo Marketing Marcos

Cobra, 2009. Apresenta o contexto histórico das inovações tecnológicas e da sociedade que resultam em impactos no marketing.

Marketing Gary Armstrong, Philip Kotler, 2003. Written for courses in Principles of Marketing at four year and two year colleges, this shorter overview aims to help students master the basic principles and practices of modern marketing in an enjoyable and practical way. Its coverage balances upon three essential pillars: 1 theory and concepts, 2 practices and applications, and 3 pedagogy, cultivating an efficient, effective teaching and learning environment. This sixth edition provides revised content throughout and reflects the major trends and forces that are impacting marketing in this new, connected millennium. It includes new thinking and expanded coverage on a wide variety of topics, for example, relationship marketing, connecting technologies, the company value chain, value delivery networks, and global marketing. **Dirección de**

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