

FUNDAMENTOS DE MARKETING

Disciplina obrigatória

Roberto Breckler

Fundamentos De Marketing Roberto Dvoskin

William J. Stanton



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Fundamentos de marketing Roberto Dvoskin,2004

El garaje de tus sueños Agustín Remondino,2025-02-13

Existe un lugar especial en la historia del mundo emprendedor y empresarial en el que grandes empresas como Apple Amazon y Google comenzaron Los sue os m s ambiciosos no siempre han tenido los comienzos m s afortunados Algunos han nacido en dep sites oficinas peque as o simplemente en el garaje de una casa El garaje de tus sue os es una gu a para transformar esas ideas en realidad Este libro te ofrece una hoja de ruta clara y efectiva que te ayudar a trazar el camino hacia el cumplimiento de tus metas A lo largo de sus p ginas descubrir s c mo alinear tus objetivos superar obst culos y mantener el enfoque en lo que realmente importa Adem s encontrar s 22 herramientas esenciales dise adas para proporcionarte los recursos necesarios para convertir cualquier sue o en realidad Esas herramientas que sin lugar a duda deber as tenerlas colgadas en la pared de tu garaje Ya seas un emprendedor con grandes ideas un empresario experimentado un so ador incansable o un empleado con grandes aspiraciones este libro te ofrece conceptos pr cticos y claves estrat gicas que se adaptan a cualquier contexto Este libro es una invitaci n a imaginar a crear y lo m s importante a accionar El pr ximo gran emprendimiento podr a comenzar en tu propio garaje N ,2004 **Apertura** ,1997-10 Mercado ,1998

Fundamentos de Marketing Clotilde H. Garnica,2011

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Fundamentos de Marketing ,2011 El objetivo de esta octava edici n de Fundamentos de marketing es crear un texto eficaz para aprender y ense ar marketing La mayor a de los estudiantes quiere obtener un panorama amplio y completo de los principios y las pr cticas b sicas del marketing Sin embargo no desean hundirse en un mar de detalles ni abrumarse con complejidades lo que quieren es un texto completo pero f cil de manejar y dominar Esta octava edici n cubre todas las necesidades de los estudiantes de marketing Mantiene un cuidadoso equilibrio entre una profunda cobertura y un f cil entendimiento A diferencia de muchos textos abreviados Fundamentos de marketing proporciona una perspectiva completa del tema No contiene textos largos y complejos y su moderada extensi n facilita terminarlo en un trimestre o un semestre

Fundamentos de marketing Agueda Esteban Talaya,2013 El actual dinamismo de las acciones de Marketing que realizan las empresas y las amplias posibilidades que supone la utilizaci n de internet las redes sociales y los dispositivos m viles configuran cambios constantes en las preferencias y gustos de los consumidores Con vocaci n de presentar de forma clara pr ctica y actualizada este dinamismo junto con los conceptos relevantes de la estrategia comercial nace la obra Fundamentos de Marketing Distinguir entre marketing estrat gico y operativo analizar la direcci n de marketing en la empresa estudiar el comportamiento del consumidor y de las organizaciones analizar el entorno de marketing conocer la demanda y la competencia segmentar el mercado e incidir en la necesidad de las investigaciones comerciales son algunos de los principales temas que conforman Fundamentos de Marketing Esta obra es fruto del trabajo de un conjunto de profesores universitarios con una dilatada experiencia que han sabido aunar en este libro las bases consensuadas del conocimiento del

Marketing junto con el aprendizaje procedente de las mejores prácticas comerciales realizadas por las principales empresas nacionales e internacionales todo ello adaptado a la realidad de las actuales condiciones de los mercados Además los lectores tendrán acceso web a un material complementario de los temas tratados en el libro no incluidos en el texto videos noticias informes gráficos y esquemas enlaces de interés entre otros

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