

MERCATOR XXI

TEORIA E PRÁTICA DO MARKETING

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Mercator Xxi Teoria E Pratica Do Marketing

Nuno Martins, Daniel Brandão



Mercator Xxi Teoria E Pratica Do Marketing:

Industrial Engineering, Management Science and Applications 2015 Mitsuo Gen, Kuinam J. Kim, Xiaoxia Huang, Yabe Hiroshi, 2015-05-18 This volume provides a complete record of presentations made at Industrial Engineering Management Science and Applications 2015 ICIMSA 2015 and provides the reader with a snapshot of current knowledge and state of the art results in industrial engineering management science and applications The goal of ICIMSA is to provide an excellent international forum for researchers and practitioners from both academia and industry to share cutting edge developments in the field and to exchange and distribute the latest research and theories from the international community The conference is held every year making it an ideal platform for people to share their views and experiences in industrial engineering management science and applications related fields

Advances in Design and Digital Communication III Nuno Martins, Daniel Brandão, 2022-10-26 This book reports on research findings and practical lessons featuring advances in the areas of digital and interaction design graphic design and branding design education society and communication in design practice and related ones Gathering the proceedings of the 6th International Conference on Digital Design and Communication Digicom 2022 held on November 3 5 2022 as an hybrid event from Barcelos Portugal and continuing the tradition of the previous book it describes new design strategies and solutions to foster digital communication within and between the society institutions and brands By highlighting innovative ideas and reporting on multidisciplinary projects it offers a source of inspiration for designers of all kinds including graphic and web designers UI UX and social media designers and to researchers advertisers artists and brand and corporate communication managers alike

Communication Design and Branding Nuno Martins, Daniel Raposo, 2023-08-30 This book gathers new empirical findings fostering advances in the areas of communication design and branding with a special emphasis of interdisciplinary approaches showing how to combine knowledge in those fields to improve businesses in a digital global world Gathering original peer reviewed contributions written by designers computer scientists marketer and product managers this book provides both the communication and branding communities with a timely snapshot of current strategies and best practices to improve different kinds of business through design By highlighting current challenges it is also intended to inspire and foster collaboration between different groups in both university and industry

Navigating Digital Communication and Challenges for Organizations Andrade, José Gabriel, Ruão, Teresa, 2022-04-15 Public involvement has the power to promote an active circulation of media content and can generate economic and cultural value for organizations The current perspectives on interactions between audiences organizations and content production suggests a relational logic between audiences and media through new productivity proposals In this sense it is interesting to observe the reasoning of audience experience through the concepts of interactivity and participation However there is a gap between the intentions of communication professionals and their organizations and the effective circulation and content retention among the audiences

of interest as well as the distinction between informing and communicating Navigating Digital Communication and Challenges for Organizations discusses communication research with a focus on organizational communication that includes a range of methods strategies and viewpoints on digital communication Covering a range of topics such as internal communication and public relations this reference work is ideal for researchers academicians policymakers business owners practitioners instructors and students

Manual de Gestão Moderna - Teoria e Prática - 2o Edição Manuel Alberto Ramos Mações, 2018-04-01 No mundo global altamente competitivo em que vivemos o sucesso de qualquer organização depende não apenas da qualidade e dedicação dos seus colaboradores e do acerto nos produtos e nos mercados mas também do conhecimento profundo do meio envolvente e do bom desenho dos processos estratégicos operacionais e administrativos e ainda de uma boa gestão dos recursos financeiros e recursos humanos Este livro faz uma abordagem aos principais temas da gestão moderna Na primeira parte do livro são apresentados os fundamentos da gestão contemporânea que consistem em saber o que uma empresa é o que a gestão é e quais as funções do gestor Como gerir obter resultados através do trabalho dos membros da organização e como o trabalho dos gestores dirigir e coordenar as atividades dos colaboradores de modo atingir os objetivos definidos na segunda parte do livro são estudadas as funções dos gestores como o planeamento e tomada de decisão a organização e inovação a direção nas suas principais facetas motivação liderança e comunicação e o controlo Finalmente a terceira parte centra-se na discussão das principais funções da empresa como a gestão de operações a gestão de marketing a gestão financeira e a gestão de recursos humanos Em cada área funcional descreve-se o objetivo os processos administrativos os fluxos de informação e as relações entre as diversas áreas e discute-se as principais técnicas e instrumentos específicos de cada área de gestão

New Trends in Marketing and Consumer Science Tarnanidis, Theodore K., Sklavounos, Nikolaos, 2024-05-17 Marketing and consumer science are undergoing a seismic shift propelled by an array of dynamic trends and advancements Technological advancements along with shifting socioeconomic and geopolitical factors have transformed consumer behaviors and preferences in unprecedented ways As a result anticipating emerging trends and adapting strategies accordingly has become essential for success in this dynamic landscape New Trends in Marketing and Consumer Science is the groundbreaking solution poised to revolutionize how academia approaches the study of marketing and consumer science This book offers a roadmap for scholars to navigate the evolving landscape with confidence and foresight while delving into the trends shaping the future of these disciplines From AI and machine learning to sustainability and ethical marketing each chapter provides invaluable insights and practical strategies for addressing the challenges of today and anticipating those of tomorrow

Building Consumer-Brand Relationship in Luxury Brand Management Rodrigues, Paula, Borges, Ana Pinto, 2020-10-23 Luxury is no longer a privilege of the high net worth individuals It is now accessible to all This has become possible because the essence of luxury has changed from something based upon materialism and conspicuous and hedonic consumption to one that embraces enrichment and experiences for the consumers

This evolution creates challenges for luxury brands and for the managers of luxury brands Building Consumer Brand Relationship in Luxury Brand Management is a collection of innovative research that focuses on the conception and marketing of luxury as an experience and explores more integrative and comprehensive approaches to modeling and understanding the consumer brand relationship with luxury brands and their sustainability in a global and multicultural world Highlighting a broad range of topics including digital marketing consumer demand and social responsibility this book is ideally designed for marketers brand managers consumer analysts advertisers entrepreneurs executives researchers academicians and students *Manufacturing and Enterprise* Adedeji B. Badiru,Oye Ibidapo-Obe,Babatunde J.

Ayeni,2018-12-14 This book presents an integrated systems approach to manufacturing and business enterprise Traditionally these topics are treated as separate and independent subjects but the practical fact is that the manufacturing and the business enterprises are intertwined Currently there is no book on the market that addresses both subjects from an integrated systems engineering approach with a manufacturing engineering foundation Topics covered include engineering process systems modeling business enterprise forecasting inventory management product design and project management Features Provides in depth treatment of modern manufacturing processes systems and tools Uses an integrated systems life cycle approach to manufacturing and business Includes business proposals Discusses prototype manufacturing and or business development processes Presents concepts steps and procedures for achieving an integrated enterprise of manufacturing and business **Global Security, Safety, and Sustainability** Sergio Tenreiro de Magalhaes,Hamid

Jahankhani,Ali G. Hessami,2010-08-19 The annual International Conference on Global Security Safety and Sustainability ICGS3 is an established platform in which security safety and sustainability issues can be examined from several global perspectives through dialogue between academics students government representatives chief executives security professionals and research scientists from the United Kingdom and from around the globe The three day conference focused on the challenges of complexity rapid pace of change and risk opportunity issues associated with modern products systems special events and infrastructures The importance of adopting systematic and systemic approaches to the assurance of these systems was emphasized within a special stream focused on strategic frameworks architectures and human factors The conference provided an opportunity for systems scientists assurance researchers owners operators and maintainers of large complex and advanced systems and infrastructures to update their knowledge on the state of best practice in these challenging domains while networking with the leading researchers and solution providers ICGS3 2010 received paper submissions from more than 17 different countries in all continents Only 31 papers were selected and were presented as full papers The program also included a number of keynote lectures by leading researchers security professionals and government representatives

Dimensões Competitivas de Portugal: Contributos dos Territórios, Sectores, Empresas e Logística ,2008

Good Practices and New Perspectives in Information Systems and Technologies Álvaro Rocha,Hojjat

Adeli, Gintautas Dzemyda, Fernando Moreira, Aneta Poniszewska-Marańda, 2024-05-15 This book is composed by a selection of articles from the 12th World Conference on Information Systems and Technologies WorldCIST 24 held between 26 and 28 of March 2024 at Lodz University of Technology Lodz Poland WorldCIST is a global forum for researchers and practitioners to present and discuss recent results and innovations current trends professional experiences and challenges of modern Information Systems and Technologies research together with their technological development and applications The main and distinctive topics covered are A Information and Knowledge Management B Organizational Models and Information Systems C Software and Systems Modeling D Software Systems Architectures Applications and Tools E Multimedia Systems and Applications F Computer Networks Mobility and Pervasive Systems G Intelligent and Decision Support Systems H Big Data Analytics and Applications I Human Computer Interaction J Ethics Computers and Security K Health Informatics L Information Technologies in Education M Information Technologies in Radiocommunications and N Technologies for Biomedical Applications The primary market of this book are postgraduates and researchers in Information Systems and Technologies field The secondary market are undergraduates and professionals as well in Information Systems and Technologies field **Mercator 2018** Jacques Lendrevie, Pedro D'Almeida, Vicente Rodrigues, Denis Lindon, 2018-09-01 A primeira edição do Mercator foi lançada em Portugal em 1992 Vinte e cinco anos depois e muitas edições mais tarde aquele que o manual de referência a nível académico e empresarial do marketing na sua globalidade teoria e prática está de volta com uma nova edição actualizada e com dois novos capítulos 25 anos de marketing em Portugal e Marketing digital **Mercator 25 anos (atualizado)** , 2021-09-07 **Marketing e Gestão da Relação com o Cliente - Vol. VIII** Manuel Mações, 2017-09-01 Ao contrário do que acontecia no passado em que a dificuldade era produzir e não vender nos nossos dias a dificuldade vender e conseguir e manter os bons clientes Da importância do marketing como disciplina de gestão e uma prática empresarial Neste volume vamos estudar o comportamento do consumidor as políticas de marketing mix e a importância da segmentação do targeting e do posicionamento STP analisada a Gestão da Relação com o Cliente CRM e destacada a importância de construir e desenvolver relações duradouras e lucrativas com os clientes ICTR 2018 International Conference on Tourism Research Dr Minna Tunkkari-Eskelinen, JAMK University of Applied Science Jyväskylä, Finland, Dr Anne Törn-Laapio, JAMK University of Applied Science Jyväskylä, Finland, 2018-03-22 These proceedings represent the work of researchers participating in the International Conference on Tourism Research ICTR 2018 which is being hosted by JAMK University of Applied Sciences Jyväskylä Finland on 23-24 March 2018 **Marketing Tradicional Ou Digital** Nelson Batista De Sousa, 2012-03-14 Nos textos deste livro procurei resumir os principais conceitos pensamentos e filosofias do Marketing Além das observações e conceitos de grandes profissionais da área de Marketing que tratam como um tema fundamental da administração das empresas ressaltam também como uma ferramenta onde de fundamental importância a comunicação clara e objetiva Particularmente acredito que estes textos serão de extrema utilidade para os profissionais que atuam na área de

vendas das empresas gestores gerentes vendedores e promotores de merchandising que utilizam se dos ensinamentos do Marketing diariamente e muitos nem se d o conta Existe tamb m dicas de Comunica o Merchandising Promo es e Campanhas Institucionais e seus significados Pode servir como ajuda no esclarecimento de d vidas de jovens estudantes e profissionais que est o prestes a definir em qual curso profiss o ou segmento atuar Espero que possa ajud los como ajudou me com conhecimentos que necessitei buscar quando exerci as fun es na rea comercial vendas

Marketing Relacional:

Fidelização de Clientes da Telefonia Móvel em Moçambique Fenias Sabino Mutuque, Elói Martins Senhoras, 2023-06-27

A relev ncia de marketing de relacionamento para a fideliza o de clientes o tema deste livro que teve lugar na empresa Massinga situada na cidade de Nampula Prov ncia de Nampula A pesquisa tem como objectivo central analisar a relev ncia de marketing de relacionamento para fideliza o dos clientes como fundamento da actua o da empresa Massinga no mercado cada vez mais competitivo Para cumprir com o objectivo deste estudo recorreram se a duas dimens es satisfa o dos clientes e a fideliza o da empresa como factores que impulsionam o relacionamento empresa cliente A pesquisa prop cia evid ncias importantes comprovando que o relacionamento empresa cliente firme Desta maneira a op o metodol gica recorrida para este estudo foi mista Em princ pio recorreu se ao m todo qualitativo de car cter explorat rio sustentado pela entrevista semiestruturada dirigida aos profissionais de marketing da empresa Massinga observa o participante an lise documental e revis o de literatura e para a cria o dos dados prim rios usaram se inqu ritos por question rio focados aos consumidores Para sistematiza o dos dados foi utilizada a t cnica de an lise de conte do e procedimentos estat sticos Com base nos resultados principais deste estudo de caso concluiu se que o marketing de relacionamento relevante para a fideliza o de clientes da empresa Massinga O sentido de responsabilidade que caracteriza os profissionais de marketing contribui para a sua empatia Este fundamento considerado como sendo pressuposto b sico em que os clientes t m consci ncia da qualidade de atendimento da empresa Massinga que se reflecte no relacionamento forte O marketing relacional tem relev ncia uma vez que proporciona ferramentas suficientes que concorrem para a satisfa o fideliza o e reten o dos clientes num mercado onde conquistar clientes mais caro do que mant los

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship Khosrow-Pour, D.B.A., Mehdi, 2018-11-09 As businesses aim to compete internationally they must be apprised of new methods and technologies to improve their digital marketing strategy in order to remain ahead of their competition Trends in entrepreneurship that drive consumer engagement and business initiatives such as social media marketing yields customer retention and positive feedback Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship provides information on emerging trends in business innovation entrepreneurship and marketing strategies While highlighting challenges such as successful social media interactions and consumer engagement this book explores valuable information within various business environments and industries such as e commerce small and medium enterprises hospitality and tourism management and customer relationship management This book is an ideal source for

students marketers social media marketers business managers public relations professionals promotional coordinators economists hospitality industry professionals entrepreneurs and researchers looking for relevant information on new methods in digital marketing and entrepreneurship

O Mecenato Cultural como Instrumento de Comunicação: o caso Caixa Geral de Depósitos e a Culturgest Carmen Zita Monereo, 2023-08-16 O mecenato cultura um dos diversos instrumentos que as empresas têm à sua disposição para comunicar de forma endógena e exógena por meio do apoio a iniciativas culturais Das diversas componentes da comunicação integrada das empresas na literatura científica designada por mix de comunicação o mecenato certamente uma das mais importantes e em simultâneo uma das menos estudadas Esta investiga o explora a evolução do conceito de mecenato ao longo do tempo e a relação ambígua que sempre estabeleceu entre interesse e altruísmo poder e generosidade analisado o caso da CGD e da Culturgest enquanto facilitadora do mecenato cultural do banco público português

Digital Marketing Strategy : Membangun Bisnis Online melalui Strategi Pemasaran Digital yang Efektif Awa Awa, Loso Judijanto, Daniel Adolf Ohyver, Anzu Elvia Zahara, Tita Setiawati, 2024-07-22 Buku Digital Marketing Strategy Membangun Bisnis Online melalui Strategi Pemasaran Digital yang Efektif dimulai dengan mengulas pengantar dan perkembangan bisnis di era digital menyoroti transformasi dari bisnis tradisional ke digital dan pentingnya mengikuti tren teknologi Pembaca akan mengenal dasar-dasar digital marketing termasuk elemen-elemen kunci seperti SEO content marketing social media marketing dan email marketing serta cara mengintegrasikan elemen-elemen tersebut dalam strategi pemasaran yang efektif Buku ini juga membahas alat dan platform pemasaran online seperti Google Analytics Google Ads dan media sosial Selanjutnya dijelaskan strategi membangun brand di dunia digital termasuk pentingnya brand identity dan teknik-teknik menciptakan brand awareness serta engagement Bagian akhir buku ini mengulas strategi pemasaran digital melalui e-commerce marketing termasuk penggunaan SEO dan PPC untuk meningkatkan traffic optimisasi konversi dan teknik retargeting Buku ini menjadi panduan lengkap bagi siapa saja yang ingin mengembangkan bisnis online melalui pemasaran digital yang efektif

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