

Marketing Conceptos Y Estrategias Miguel Santesmases Mestre Gratis

Miguel Santesmases Mestre

Marketing Miguel Santesmases Mestre, 2012-01 El marketing estudia por qué las personas e instituciones intercambian bienes, servicios o ideas, y analiza cómo son y deben ser estimulados estos intercambios para que sean mutuamente satisfactorios y fomenten relaciones estables y duraderas. Marketing: conceptos y estrategias es un libro de texto y de consulta, y va dirigido a todas aquellas personas que quieran conocer los fundamentos y métodos de esta ciencia social, cuya aplicación es especialmente útil en entornos competitivos. En veintidós capítulos agrupados en cinco partes: 1) Fundamentos; 2) Análisis comercial; 3) Estrategias de marketing; 4) Marketing especial, y 5) Marketing y sociedad, la obra mantiene una estructura diseñada para facilitar el conocimiento de los temas tratados. Así, en cada capítulo, la exposición del tema va precedida de unos objetivos y seguida de un resumen, diez preguntas de revisión en forma de test, varias preguntas de discusión, una breve definición de todos los términos clave expuestos y una lista de lecturas recomendadas para ampliar los contenidos del tema. Al final del libro se relaciona la bibliografía utilizada, se recopilan en un glosario los términos clave y se incluyen sendos índices, uno de nombres y otro de materias, para facilitar la búsqueda de los aspectos que se deseen consultar. El libro se complementa con un CD-ROM para ordenador PC o compatible, que contiene varios programas de apoyo, para que el lector pueda comprobar, de forma interactiva, el grado de conocimiento de la materia y plantear y solucionar ejercicios prácticos sobre los temas expuestos en la obra. En esta nueva edición se ha hecho una completa revisión y actualización de sus contenidos, datos, estadísticas y bibliografía. Asimismo, se han incorporado temas y apartados que reflejan el impacto de Internet y las nuevas tecnologías de la información sobre la concepción y aplicación del marketing.

Marketing Miguel Santesmases Mestre, Francisca Sánchez de Dusso, Graciela Kosiak de Gesualdo, 2004

Fundamentos de Mercadotecnia Miguel Santesmases Mestre, Francisco Javier Valderrey Villar, Adriana Del Carmen Sánchez Guzmán, 2014-10-21 Fundamentos de Mercadotecnia nace del reconocimiento de los múltiples avances que esta ciencia social ha tenido en los últimos años en México, con la idea de conjugarlos con fundamentos teóricos ampliamente aceptados y plasmarlos en un libro de fácil comprensión. El texto toma el relevo de Mercadotecnia: Conceptos y Estrategias,

para agregar los cambios ocurridos en la disciplina desde su publicación, reflejándolos en un contexto empresarial y cultural tan único como el mexicano. Este libro pretende exponer al lector con amplitud y precisión los principios, instrumentos y métodos de una disciplina actual, cuya finalidad es conocer por qué se realizan intercambios y cómo son o deben ser estimulados y mantenidos.

Mercadotecnia Santesmases, Miguel, Sánchez, Adriana, Valderrey, Francisco, Mercadotecnia tiene como objetivo reconocer los avances de esta ciencia en México durante los últimos años, mediante la incorporación de una nueva visión a partir de bases teóricas ya asentadas. Además de ser un material dirigido a estudiantes de licenciatura y maestría, la presente obra se abre a cualquier persona interesada en el tema o que necesite resolver situaciones particulares, con lo que busca convertirse en un apoyo ante diferentes dilemas que ocurren en las empresas. ¿Por qué se realizan intercambios de bienes, servicios e ideas y cómo son o deben ser estimulados y mantenidos? Estas son las principales interrogantes que Mercadotecnia busca responder, así como proponer estrategias para que dichos intercambios sean satisfactorios para todas las partes.

Mercadotecnia Miguel Santesmases Mestre, Adriana Sánchez Guzmán, Francisco Valderrey Villar, Instituto Tecnológico y de Estudios Superiores de Monterrey, 2003

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Todo marketing y mas Mad Comunicación, 2007

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