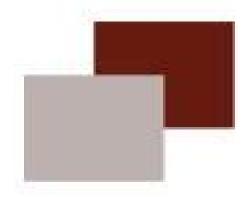
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Les petites bêtises du marketing Catherine Heurtebise, 2015-05-21T00:00:00+02:00 De l'chec cuisant du cola transparent de Pepsi au flop des parfums Bic vendus dans les bureaux de tabac en passant par le plantage int gral de la lessive Persil Power qui troue les v tements et l'viction des Jupettes qui risque de co ter cher son auteur les pro du marketing et de la communication nont pas fini de nous surprendre et de nous faire rire avec leurs fausses bonnes id es Dans un livre la fois dr le et instructif Catherine Heurtebise journaliste sp cialis e en marketing recense une soixantaine dexemples de ces ratages des plus grandes marques mondiales Embarquer sur la route 66 des Petites b tises du marketing est peut tre le meilleur cours de marketing crit depuis longtemps Le petit marketing Nathalie Houver, 2015 Rep re indispensable toute personne confront e au marketing qu'il s'agisse d'un tudiant ou d'un professionnel Le petit Marketing r'capitule en 20 fiches synth tiques et pratiques les connaissances indispensables couvrant les trois champs d'intervention de la fonction marketing le marketing des tudes d'marche mercatique march tudes de march Le marketing strat gique diagnostic segmentation positionnement Le marketing op rationnel politique de produit prix distribution communication fid lisation Le petit Marketing propose galement des autodiagnostics l'usage des professionnels leur permettant de faire le point sur les moyens Marketing mis en oeuvre au sein de leur entreprise <u>Le Petit Marketing 2017 - 7e Ed. - Nathalie Houver, 2017-02-01 Repere</u> indispensable a toute personne confrontee au marketing qu'il s'agisse d'un etudiant ou d'un professionnel Le petit Marketing recapitule en 14fiches synthetiques et pratiques les connaissances indispensables couvrant les trois champs d intervention de la fonction marketing le marketing des etudes demarche mercatique marche etudes de marche le marketing strategique diagnostic segmentation positionnement le marketing operationnel politique de produit prix distribution communication fidelisation Le petit Marketing propose egalement des autodiagnostics a l'usage des professionnels leur permettant de faire le point sur les moyens Marketing mis en oeuvre au sein de leur entreprise Le petit marketing Nathalie Houver, 2020-02-05 Le petit marketing Nathalie Houver, 2016-02-03 Rep re indispensable toute personne confront e au marketing qu il s agisse d un tudiant ou d un professionnel Le petit Marketing r capitule en 14 fiches synth tiques et pratiques les connaissances indispensables couvrant les trois champs d'intervention de la fonction marketing le marketing des tudes d marche mercatique march tudes de march le marketing strat gique diagnostic segmentation positionnement le marketing op rationnel politique de produit prix distribution communication fid lisation Le petit Marketing propose galement des autodiagnostics l'usage des professionnels leur permettant de faire le point sur les moyens Marketing mis en oeuvre au Le petit marketing Nathalie Houver, 2011 En 25 fiches synth tiques les grands concepts du sein de leur entreprise marketing d marche mercatique cycle de vie du produite tudes de march processus d achat pr vision des ventes avec un plus attractif pour les tudiants en fin de fiches tests quizz auto valuation qui permet un travail collectif en classe La communication-marketing dans les petites et moyennes entreprises Maurizio Vanetti, 1984 Le Marketing pour la petite

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