

MANUAL DE USUARIO

FORD FOCUS 2016



Ford Focus L Usuario Manual

Helming



Ford Focus L Usuario Manual:

Manual de marketing María Dolores García Sánchez, 2008-10 El objetivo básico de esta obra es acercar el conocimiento de forma fácil y comprensible a las personas que quieran ahondar en el saber del marketing y que las ideas expresadas en este manual inciten a los lectores a realizar múltiples anotaciones en los márgenes o en cualquier zona en blanco donde apuntar las nuevas ideas que vayan surgiendo acerca de su propia situación profesional. Es por tanto una obra que busca capacitar a las personas interesadas en el marketing en el entendimiento y la ejecución de las técnicas para que su negocio su ONG su institución o su sueño sea más eficaz y eficiente en el tiempo buscando las relaciones positivas y armónicas a largo plazo con su entorno y muy especialmente con las personas y entidades a las que sirve y de las que se sirve. Este libro aborda la teoría como base sustentadora del conocimiento y simiente de la creación del lector al mismo tiempo ilustra dicha teoría con casos relacionados para lograr una comprensión concreta de la práctica de esas competencias interactuando con cuestiones de discusión que inciten al lector a realizarse planteamientos sobre las exposiciones. Como parte del todo de cada capítulo se han incluido también preguntas tipo test con la intención de revivir las nociones adquiridas de forma sintética. Una obra definitiva para todos los públicos que pretende acercar el marketing a cualquier persona que crea que aplicando estas técnicas puede tener una vida profesional y por arrastre personal más satisfactoria para sí y para los demás. Los autores han elaborado esta obra un conjunto de profesores universitarios que abarca casi toda la geografía española coordinado por María Dolores García Sánchez profesora de la Universidad de Málaga y doctora en Ciencias de la Información. Índice: Introducción al marketing Análisis del entorno en marketing El sistema de información en la gestión de marketing Técnicas de investigación de mercados Tratamiento y análisis de la información La segmentación del mercado El comportamiento del consumidor El producto en la estrategia de marketing El precio La distribución Comunicación en marketing Comunicación en el punto de venta La publicidad La imagen de la empresa Dirección y técnicas de ventas El plan de marketing Marketing estratégico

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