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Sous la direction de **NATHALIE VAN LAETHEM**

# **L'ESSENTIEL DU PLAN MARKETING OPÉRATIONNEL**

**LES ESSENTIELS DU MARKETING**

**EYROLLES**

# Lessentiel Du Plan Marketing Opeacutationnel

**Guénaëlle Bonnafox, Corinne Billon**



## **Lessentiel Du Plan Marketing Opeacuterationnel:**

**L'essentiel du plan marketing opérationnel** Nathalie Van Laethem, Corinne Billon, Guénaëlle Bonnafox, 2013-03-07  
En alternant les apports théoriques et les cas concrets d'entreprise les auteurs proposent un panorama complet et pratique du plan marketing opérationnel. Cet ouvrage fournit de nombreux outils utiles au marketeur pour formaliser, suivre et valuer ses initiatives. Ils lui permettront d'être plus efficace au quotidien dans son organisation mais aussi dans la performance de ses actions. En outre, pour chaque technique et média, abordés les indicateurs les plus pertinents sont explicités. L'essentiel du plan marketing opérationnel s'adresse aux professionnels du marketing responsables marketing opérationnels, chefs de projet marketing, chefs de produits, chargés de communication, managers commerciaux et marketing aux étudiants en marketing, écoles de commerce.

**L'essentiel du plan marketing opérationnel** Guénaëlle Bonnafox, Corinne Billon, 2013 *L'essentiel du marketing* Eric Vernet, 2011-07-07 25 000 exemplaires vendus. Depuis la première édition de cet ouvrage, les turbulences de l'environnement, les nouvelles technologies de l'information et les évolutions surprenantes du comportement des consommateurs ont sensiblement modifié les pratiques marketing. Cette troisième édition entièrement remaniée et enrichie de deux chapitres supplémentaires intègre ces nouveaux éléments. Notre réflexion souhaite s'inscrire dans la durée. Aussi les techniques et les illustrations sont choisies pour leur fiabilité et leur caractère exemplaire, elles veulent se situer au-delà des modes passagères. L'ouvrage accessible et pédagogique offre une solide initiation au marketing rigoureux. Deux objectifs ont été privilégiés : aller à l'essentiel et faciliter l'assimilation des techniques de base. Pour cela, quatre principes ont été retenus : Proposer d'emblée une synthèse des éléments clés du marketing puis approfondir chaque point dans un chapitre distinct. Privilégier la compréhension des comportements du consommateur en nous appuyant sur les résultats les plus solides des recherches académiques. Donner une vision stratégique du marketing sans négliger les aspects techniques et les applications concrètes. S'appuyer sur des exemples réels développés dans les Focus Manager, traiter les aspects techniques dans les fiches d'infos et proposer un test de connaissance au terme de chaque chapitre.

## The Enigmatic Realm of **Lessentiel Du Plan Marketing Opeacuterationnel**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing lacking extraordinary. Within the captivating pages of **Lessentiel Du Plan Marketing Opeacuterationnel** a literary masterpiece penned by a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting affect the hearts and minds of those that partake in its reading experience.

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