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S Ben Porath



Construir Marcas Poderosas:

Construir marcas poderosas David A. Aaker, 2002 Construir marcas solidas es una necesidad ineludible para cualquier empresa que quiera sobrevivir y prosperar en un entorno crecientemente competitivo La marca es un activo estrategico y la principal fuente de ventaja competitiva Para demostrarlo Aaker utiliza casos de empresas reales como General Electric Kodak McDonald s y muchas otras En este libro Aaker expone de forma practica todo aquello que puede ayudar a su empresa a maximizar el valor de sus marcas *Arquitectura de marcas* Manuel Martín García, 2005 Recoge El plan de marketing Metodolog a para la elaboraci n de un plan de marketing Desarrollo de las etapas del plan de marketing Analisis D A F O La definici n de objetivos Selecci n de estrategias Realizaci n de planes y presupuestos Control del plan de marketing Casos pr cticos Estrategia de la cartera de marcas David A. Aaker, 2007-11 En este esperado libro del m s destacado de los expertos y autor del formidable libro Construir Marcas Poderosas David Aaker demuestra a los directivos c mo construir la estrategia de cartera de marcas que apoye a la estrategia del negocio creando relevancia diferenciaci n energ a apalancamiento y claridad A partir de casos excepcionales de marcas de primer nivel como Disney Microsoft Sony Dell Dove Intel CitiGroup y PowerBar Aaker demuestra c mo estrategias decididas s lidas y coherentes han permitido revitalizar marcas apoyar el crecimiento del negocio y crear disciplina en confusas y pobladas carteras de marcas madre submarcas comarcas y extensiones de marca Aaker ofrece al lector paso a paso sugerencias sobre qu hacer cuando se enfrente a escenarios como los siguientes Marcas con bajo apalancamiento La estrategia del negocio est en riesgo debido a inadecuadas plataformas de marca El negocio se enfrenta a relevantes amenazas causadas por subcategor as emergentes Las marcas de la compa a est n agotadas Las marcas confunden tanto a los clientes como a los recursos humanos de la organizaci n La presi n de m rgenes requiere m s diferenciaci n Reconocido gur de marcas David Aaker demuestra que cuando cada marca de la cartera asume un rol claro y apoya activamente a las dem s marcas se impacta profunda y positivamente en la rentabilidad de la compa a Estrategia de la Cartera de Marcas constituye una lectura obligada no s lo para los responsables de gesti n de marcas sino para todos aquellos directivos con responsabilidad de crear rentabilidad para sus accionistas *El alma de la comética* Ángeles Sánchez-Cueca, 2013 Annotation During the last few years the world s luxury cosmetic and perfume market has reinvented itself for a public that is more and more demanding and elitist and expects more from exclusive products As a result of this change the large markets direct their sales strategies and publicity to high end articles containing premium ingredients contributing to a psychological image of sophistication and exclusivity It is not enough now to offer the best cream the most glamorous makeup or the most sensual perfume **Advances in National Brand and Private Label Marketing** Francisco J. Martínez-López, Juan Carlos Gázquez-Abad, 2021-05-16 This proceedings volume highlights the latest research presented at the 8th International Conference on Research on National Brand Private Label Marketing NB PL2021 The topics covered include retailing private label portfolio and assortment management marketing of premium store brands

using national brands to exclude delist and include optimal assortment size consumer store patronage etc Several contributions also focus on private label pricing and promotion especially on the relative pricing of standard and premium private labels and with regard to the national brands in the assortment *Zag Marty Neumeier*,2011-09 En un mundo de extrema saturaci n lo que salta a la primera p gina es algo m s que la diferenciaci n es la diferenciaci n radical que tiene que ver con encontrar un espacio de mercado totalmente nuevo del que puedas apropiarte y defenderlo obteniendo beneficios durante a os en lugar de meses Hacer zag cuando todos hacen zig Esa es la clave para sobrevivir en una poca en la que proliferan los productos de imitaci n hay un exceso de oferta y los consumidores y no las empresas son quienes deciden qu marcas sobreviven y cu les no Publicidad 360º Alejandro Álvarez Nobell,Asunción Beerli Palacio,Javier Calvo Anoro,Fernando Carcavilla Puey,Raúl De Diego Vallejo,Carlos Fanjul Peyró,Eduard Farrán Teixido,Rosana Fuentes Fernández,Javier García López,Manuel Garrido Lora,Pablo González-Posada Vaticón,María Begoña Gómez Nieto,José María Herranz de la Casa,M. C. Jiménez,Patricia Lafuente Pérez,Javier Lasheras San Martín,Javier Lozano Delmar,Josefa Delia Martín Santana,Mónica Matellanes Lazo,José Antonio Muñiz Velázquez,Inés Olza Moreno,Víctor Manuel Pérez-Martínez,Antonio Prieto Andrés,Marina Ramos Serrano,María Romero Calmache,María Victoria Romero Gualda,César San Nicolás Romera,Fernando Suárez Carballo,Alejandro Tapia Frade,José Jesús Vargas Delgado,Manuel Viñas Limonchi,2014-03-14 Esta publicaci n es fruto de la reflexi n de fundamentalmente docentes del mbito de la comunicaci n y de la publicidad basada en la necesidad de aunar fuerzas para ofrecer una obra de conjunto que intenta ver la publicidad como un hecho global y no solo aislado de la comunicaci n comercial La presente obra profundiza en el valor de la publicidad y su importancia contempor nea desde una perspectiva hol stica y con el objetivo de querer ser una publicaci n did ctica y de reflexi n **La marca y sus circunstancias** Juan Manuel de Toro Martín,2009-06-23 En el d a a d a no son los acad micos quienes batallan con la gesti n de las marcas sino los directores comerciales los brand managers los directores de marketing los publicistas y todos sus ayudantes En esta obra Juan Manuel de Toro les hace un gran favor pues ha sabido recopilar y ensamblar con fluidez y claridad todas las aportaciones existentes hasta el momento que hab an tratado el concepto de marca y sus componentes principales tan s lo de forma parcial La marca y sus circunstancias trata los or genes de las marcas y qu factores propiciaron su aparici n en qu consiste la fortaleza de una marca qu elementos configuran y determinan su identidad que factores hay que controlar para la gesti n estrat gica de las marcas su comunicaci n arquitectura y extensi n y la valoraci n de marcas e intangibles **Managing in Uncertainty: Theory and Practice** Constantin Zopounidis,Panos M. Pardalos,2013-04-17 This book provides a new point of view on the subject of the management of uncertainty It covers a wide variety of both theoretical and practical issues involving the analysis and management of uncertainty in the fields of finance management and marketing Audience Researchers and professionals from operations research management science and economics **SERENDIPITY BRANDS: Magia y errores tras marcas exitosas** Fernando Barrenechea

Fernández, 2023-07-01 Como se construye una gran marca. Los elementos son claves en la definición de marcas exitosas como Nike, Patagonia o Zara. Los fracasos mostraron a Apple o Disney el camino hacia el éxito. Como se han reinventado marcas como Starbucks, Coca Cola o Swatch. Cuáles han sido las extensiones de marca más terribles y surrealistas. Estas y muchas otras cuestiones son respondidas en esta crónica de la marca en los últimos años. Un libro que defiende la importancia del fracaso y los errores en la construcción y mantenimiento de marcas exitosas. A través de ejemplos prácticos y análisis detallados, el autor ofrece ideas valiosas y consejos para empresarios directivos y profesionales que buscan crear y mantener marcas fuertes en un mundo cada vez más competitivo. Serendipity Brands. Magia y errores tras marcas exitosas es una crónica imprescindible para entender la marca hoy. Una serie de recomendaciones prácticas sobre la construcción de marca a través de historias de éxitos y fracasos, todas ellas reales, que defiende la importancia del error y el azar en la construcción de grandes e icónicas firmas. Su estilo ameno y práctico contribuye al entendimiento de las reglas básicas para la gestión de marcas de manera exitosa. Exponiendo como el fracaso puede ser incómodo y vergonzoso, pero es crucial para el aprendizaje y el cambio positivo. Así lo demuestran las marcas más exitosas como Apple, Nike, Rolex, Gucci, Zara o Nintendo, que han pasado por el fracaso y el error antes de lograr su éxito. Este libro ahonda en el proceso de creación de marca, desde el diseño de la estrategia, la identidad visual, la extensión de marca y el cobranding, al tiempo que presenta cuestiones a evitar en la ejecución de las estrategias de marketing o errores culturales en los procesos de globalización. Entre otros temas, todo ello a través de un compendio de casos en que quedan patentes que no existen fórmulas mágicas para alcanzar el éxito. Índice: Jugando con las reglas, la Estrategia de Marca, La Promesa de Marca, una mirada detrás de la escena, Rediseñando el escenario, Rebranding cambiando las reglas del juego, Un juego de peluca, la Extensión de Marca, Juntos hasta el final, el poder del Cobranding, Naufragando en el mercado, lecciones de fracasos de marca, Corriendo hacia el fracaso, errores de marketing, Perdidos en errores culturales y lingüísticos, Tiempos tormentosos para la marca, Cine, Marcas poderosas, conexiones. **Liderazgo de marca** David A. Aaker, Erich Joachimsthaler, 2005. Un marco excelente para abordar la increíble complejidad a la que nos enfrentamos los directores de marca, particularmente las implicaciones de la vinculación entre estrategia de la empresa y la marca, vinculación que con hasta frecuencia se desatiende. Dennis Carter, Vicepresidente Intel Corporation. Asesoramiento sólido para empresas que se enfrentan a retos de marca a escala mundial. John Quelch, Decano London Business School. Aaker y Joachimsthaler dan a todos los administradores de marca la esperanza de que al dominar estos principios, sus propias marcas alcanzarán nuevas y estimulantes costas. Este libro NO TIENE PRECIO. Joseph V. Tripodi, Director General de Marketing Seagram.

Construyendo Marcas Poderosas HSM. Inspirando ideas, 2010. Desarrollo de productos como atraer la atención de los consumidores, pronosticar necesidades sociales, el marketing es una de las actividades cruciales dentro de las empresas y tienen un gran impacto directo en las ventas y ganancias de las mismas. Expertos del marketing dan vida a distintos puntos de vista sobre las tendencias y los temas principales desde las marcas, difusión y posicionamiento hasta el comportamiento del

consumidor para ayudarlo a tener un marketing exitoso en su compa a Journal of Applied Business Research ,2008

Cuadernos de administración ,2007 **Siempre!** ,2004 Numbered supplements with title La Cultura en M xico accompany some issues **Mundo ejecutivo** ,2007 **Gestión** ,1999 **Desafíos de la sociedad de la información en América Latina y Europa** ,2000 La sociedad de la informaci n Empresas publicidad y marketing Prensa radio y televisi n en la era digital Los desaf os de la educaci n Legislaci n y regulaci n Identidad y ciudadan a **Desvendando A Marca** Joelma Dos Santos Lima,2024-03-24 O Livro apresenta uma vis o sobre o universo das marcas desde a sua defini o e evolu o hist rica at estrat gias contempor neas de gest o e expans o Inicia se com uma introdu o que contextualiza o tema seguida por uma explora o do conceito de marca incluindo sua defini o aspectos emocionais e psicol gicos al m de sua hist ria e significado cultural Em seguida aborda se a constru o da identidade de marca destacando a import ncia da defini o da miss o vis o valores e personalidade da marca bem como os elementos visuais que a comp em A se o seguinte discute estrat gias de posicionamento no mercado incluindo an lise de mercado identifica o do p blico alvo diferencia o e cria o de valor percebido Tamb m s o exploradas estrat gias de gest o e consolida o da marca com foco em comunica o de marca gerenciamento de crises e exemplos pr ticos de crises e li es aprendidas A se o sobre inova o e expans o da marca discute a adapta o s mudan as do mercado antecipa o de tend ncias e abordagens comuns para expandir uma marca como extens o de linha e expans o internacional Por fim conclui com uma se o de quest es e respostas subjetivas e uma conclus o que recapitula os principais pontos abordados ao longo do texto fornecendo uma vis o abrangente sobre a tem tica **Odotipo** Martín José Bonadeo,2005

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