

Dirección de Marketing

DÉCIMA EDICIÓN



Philip Kotler



Direccion De Marketing La Edicion Del Milenio

Ian Pickup



Dirección De Marketing La Edición Del Milenio:

Dirección de marketing Philip Kotler, 2001 **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 en 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 Casos de marketing Laura Fischer de la Vega, Jorge Espejo Callado, 2002

Prácticas de Marketing Sonia San Martín, Sonia San Martín Gutiérrez, 2008-09 La importancia e interés que suscita el estudio y aplicación del marketing en los ámbitos profesional y académico en la actualidad está fuera de toda duda. La bibliografía de que disponemos los que nos dedicamos a esta disciplina es profusa e incluye libros de corte profesional manuales esencialmente teóricos y recientemente manuales de estudio de casos. Sin embargo y pese a la demanda de profesores y alumnos es difícil encontrar manuales con ejercicios prácticos y supuestos integradores de distintos temas que faciliten la aplicación de contenidos teóricos fundamentos de marketing. De este modo el contenido de este libro puede ser de utilidad para los alumnos como herramienta de estudio repaso y aplicación de los temas estudiados en clase o en otros manuales teóricos para los profesores como instrumento de apoyo de las clases o como referencia para elaborar otros ejercicios y para los profesionales como guía para revisar conceptos clave en marketing y aplicarlos mediante la realización de pequeños ejercicios.

que puedan ayudar en la práctica del marketing Este manual se estructura de la siguiente forma Los temas principalmente tratados son la demanda cuota de mercado y previsión de ventas la segmentación de mercados la investigación comercial la distribución comercial y la localización de puntos de venta y la fijación de precios Para estos temas se presentan objetivos de aprendizaje conceptos teóricos básicos bibliografía básica preguntas de control en forma de test con sus soluciones ejercicios y soluciones y recomendaciones para la aplicación práctica de los conceptos teóricos Al finalizar los temas se presentan diez supuestos globales que engloban los distintos temas del libro poniendo de relieve los temas que se relacionan en cada supuesto y cuyas soluciones y explicaciones detalladas estarán a disposición de quien lo solicite En total se presentan 5 capítulos con el repaso de fundamentos básicos de temas relevantes en la disciplina del marketing con las referencias bibliográficas más relevantes 50 preguntas de control tipo test 37 ejercicios y 10 supuestos globales que incluyen otros 39 ejercicios Para servir de orientación y ayuda a los profesores que utilicen este manual se ha elaborado material complementario con las soluciones y explicaciones de los supuestos globales y con transparencias de los ejercicios y soluciones de cada tema Este material constituye un complemento docente para los profesores que lo requieran y utilicen el libro como bibliografía básica de la asignatura Autora Sonia San Martín profesora de Comercialización e Investigación de Mercados en la Universidad de Burgos Doctora en CC Económicas y Empresariales Ha publicado sus trabajos en revistas nacionales e internacionales de impacto y varios libros además de la obtención de varios premios nacionales NDICE Demanda cuota de mercado y previsión de ventas Segmentación de mercados Investigación comercial Distribución comercial y localización de puntos de venta Fijación de precios Supuestos globales *Fundamentos de dirección de empresas. Conceptos y habilidades directivas* IBORRA JUAN, MARÍA, DASI COSCOLLAR, ANGELS, DOLZ DOLZ, CONSUELO, FERRER ORTEGA, CARMEN, 2014-01-01 Esta obra enfatiza la importancia del aprendizaje basado en competencias Su objetivo es formar a los futuros profesionales de la Dirección de Empresas abarcando el nivel de las habilidades o saber hacer y el de las actitudes y los valores o saber estar junto a un desarrollo riguroso de los conocimientos o del saber Fruto de nuestra experiencia docente y de nuestra participación en proyectos de innovación educativa durante la puesta en marcha del Espacio Europeo de Educación Superior detectamos la necesidad de una obra que combinase equilibradamente conocimientos habilidades y actitudes Así nació la primera edición La experiencia docente en los grados y las sugerencias de alumnos y colegas de profesión nos ha ofrecido la oportunidad de actualizar y mejorar la obra en esta segunda edición Así el libro Fundamentos de Dirección de Empresas Conceptos y habilidades directivas combina tres planos que van desarrollándose de forma incremental el logro de conocimientos teóricos básicos acerca de la empresa y su dirección el desarrollo de ciertas habilidades o saber hacer la búsqueda de información el análisis y la valoración de la misma la comunicación oral y escrita el trabajo en equipo y la toma de decisiones imprescindibles para un futuro directivo y el fomento de actitudes valores y normas especialmente espirituales tolerancia actitud emprendedora y cooperación para el trabajo en equipo necesarias para el desarrollo de la actividad profesional Este enfoque

hacia el aprendizaje activo del estudiante y las competencias profesionales es el elemento distintivo de la obra y est presente en toda ella Para su elaboraci n se ha contado con un equipo de cuatro autoras especializadas en diferentes disciplinas pertenecientes al rea de Organizaci n de Empresas del Departamento de Direcci n de Empresas de la Universidad de Valencia Las autoras tienen una amplia experiencia docente en asignaturas de grado y m ster de diversas titulaciones y han participado en proyectos de innovaci n educativa que han recibido diversas distinciones por su excelencia Informaci n comercial espa aola ,2003 *Marketing en televisi n* Antonio Baraybar Fern ndez,2006 **Plan estr tico para la comercializaci n del vino con DO Calatayud** Luis Miguel Albisu,2006* Encuentro ,2006 *Delibros* ,2003

Gesti n administrativa y financiera de contrapartes municipales en proyectos financiados por el FPS Ra l Alfredo Quispe Coca,2007 *Foro econ mico* ,2004 **Direcci n de marketing** Philip Kotler,Dionisio C mara,Ildefonso Grande,Ildefonso Grande Esteban,1996 Alta direccion ,1998 **MARKETING EFICAZ.COM** Josep Alet,2001 Marketing en la era de la interactividad La estrategia competitiva eficaz Implantaci n eficaz de la estrategia empresarial Consecuci n y fidelizaci n integradas de clientes Comercio electr nico **Libros de M xico** ,2000 **Anthropos** ,1992 *Revista universitaria* ,2003 Urgente ,2001 *Publishers' International ISBN Directory* ,2002

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