



Le marketing mix et les 4 P du marketing

By Morgane Kubicki

50 Minutes Jun 2014, 2014. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour comprendre le concept du marketing mix Puisque réaliser une campagne de lancement ou de repositionnement d'un produit demande une excellente connaissance du marché ainsi qu'un plan d'action sur mesure, attardez-vous un instant sur les éléments-clés du marketing mix ! Répondez de manière systématique aux principales questions du modèle liées à la définition du produit, à la place où il sera distribué, au prix auquel il sera vendu et à l'appareil promotionnel qui sera déployé. Vos concurrents n'ont qu'à bien se tenir, car vous serez désormais armé pour décider de la conduite globale à adopter face au marché ! Ce livre vous aidera à : . Maîtriser rapidement les notions de produit, promotion, place et prix . Trouver le positionnement adéquat pour votre entreprise . Mieux définir vos stratégies de prix et d'acquisition de clients . Comprendre les besoins de vos clients pour pouvoir mieux y répondre . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Morgane Kubicki, nous avons cherché à présenter aux lecteurs cet outil...

DOWNLOAD



READ ONLINE

[3.39 MB]

Reviews

Complete manual! Its this type of excellent study. This can be for all who statte there was not a worth looking at. Your daily life span will probably be enhance when you complete reading this article pdf.

-- **Lottie Murazik Sr.**

Thorough manual! Its this kind of excellent study. It really is writter in straightforward terms and never difficult to understand. I am very happy to inform you that this is basically the very best pdf we have read through during my individual existence and could be he greatest ebook for possibly.

-- **Dr. Arno Sauer Sr.**

Other eBooks



Sounds in the House - Sonidos En La Casa: A Mystery (in English and Spanish)

Premio Publishing Gozo Books, LLC, United States, 2011. Paperback. Book Condition: New. Channing Jones (illustrator). Bilingual. 211 x 206 mm. Language: English . Brand New Book ***** Print on Demand *****.(Mystery, Humor) Ever been scared by strange noises-sounds that seem to happen...



David & Goliath Padded Board Book & CD (Let's Share a Story)

Shiloh Kidz. BOARD BOOK. Book Condition: New. 1630587842 BRAND NEW!! MULTIPLE COPIES AVAILABLE. NEW CONDITION!! 100% MONEY BACK GUARANTEE!! BUY WITH CONFIDENCE! WE SHIP DAILY!!EXPEDITED SHIPPING AVAILABLE.



Business Hall of (spot). The network interactive children's encyclopedia graded reading series: deep sea monster (D grade suitable for(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2006-09-01 Pages: 32 Publisher: The Commercial Press beat Reading: All books are the Youth Pre-employment Training software download...



Spoiled Rotten: Today's Children & How to Change Them

Villard Books, 1992. Hardcover. Book Condition: New. Buy with confidence from "Your neighborhood book store, online (tm) - Since 1997 delivering quality books to our neighbors, all around the world!.



What Would Drucker Do Now?: Solutions to Today's Toughest Challenges from the Father of Modern Management

Hardback. Book Condition: New. Not Signed; This book offers an in-depth look at today's most pressing business issues through the eyes of Peter Drucker - the father of modern management. Channeling Peter Drucker to tackle some of this century's most difficult topics,...



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...