

Leyes Inmutables De La Marca

Manuel Martín García

Arquitectura de marcas Manuel Martín García, 2005 Recoge: El plan de marketing ; Metodología para la elaboración de un plan de marketing ; Desarrollo de las etapas del plan de marketing ; Análisis D.A.F.O. ; La definición de objetivos ; Selección de estrategias ; Realización de planes y presupuestos ; Control del plan de marketing ; Casos prácticos.

Las 22 leyes inmutables de la marca Al Ries, Laura Ries, 2000 Trad. de: The 22 immutable laws of branding. how to build a product or service into a world-class brand.

Las 22 Leyes Inmutables De LA Marca Al Ries, Laura Ries, 2001-01-01

Dirección Estratégica de Marketing ,

Gestión de cambio Rodolfo E. Biasca, 2005 Rodolfo Eduardo Biasca es un prestigioso especialista en temas de management. Revistas especializadas lo han calificado como uno de los gurús argentinos. Es el autor iberoamericano que más ha escrito sobre temas de transformación empresarial (13 libros). Estudió en Argentina, Estados Unidos, Europa y Japón y trabajó en 24 países. Ha tenido una intensa vida profesional: ha sido gerente y consultor en más de 120 organizaciones, enseñado en más de 60 universidades y dirigido sociedades profesionales. Se lo ha distinguido con numerosos premios. Desde el año 2003 reside en Estados Unidos y enseña en universidades de ese país y América latina. Vea más información sobre el autor en las páginas finales del libro. Gestión de Cambio es -ORIGINAL Desarrolla los nuevos enfoques e ideas sobre la transformación. La Fórmula Biasca se ha enriquecido y mejorado. -PRACTICO La metodología que se describe es aplicable a diferentes tipos de empresa. La inclusión de ejemplos, casos y anécdotas de empresas de diferentes partes del mundo y las figuras (tablas, gráficos y esquemas), ilustran de manera acertada los conceptos y le dan a la lectura agilidad y atractivo. -DOCUMENTADO Se condensa la información de diferentes fuentes como libros, artículos, investigaciones y software. Resume opiniones de especialistas, gerentes, empresarios, consultores y organismos internacionales. Lista direcciones en Internet de interés para empresarios y gerentes. Describe las enseñanzas recogidas en cursos y programas para ejecutivos en centros de excelencia de EE.UU. y Europa. -INTERNACIONAL Posee ejemplos de casos de empresas de países iberoamericanos y de EE.UU., así como también de países de Europa, Asia, Oceanía y África. Se ha puesto especial énfasis en la influencia de las diferencias culturales en la transformación empresarial. -DIDACTICO Posee un diseño que colabora para el logro de los objetivos propuestos para cada capítulo y para la adquisición de las ideas centrales. Pretende que el lector

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Dirección de productos y marcas Ana Isabel Jiménez Zarco, Haydeé Calderón García, 2004 La marca se ha convertido en un importante activo empresarial. Cualquier empresa que logre acreditar una marca en un mercado sabe que ese nombre vale por sí solo más que otros muchos activos más tangibles. Pero la marca es mucho más que un nombre. Tanto la identidad de marca como la imagen de marca definen la capacidad que tiene la empresa de relacionarse con los clientes, y establecen su potencial para crear, mantener y consolidar un capital comercial basado en los consumidores.

Neuroinsights. La neurociencia, el consumidor y las marcas Martínez Rodríguez, Pepe, 2021-09-06 Neuroinsights nos adentra de una forma clara, amena y cercana, en la interrelación entre las marcas, la neurociencia y el mundo que nos rodea. Se divide en los siguientes bloques: • las marcas y la mente del consumidor, • situación actual del neuromarketing, • neurociencia aplicada a las marcas, • el mundo, la mente y las marcas. Pepe Martínez nos ofrece una visión práctica presentando la realidad del neuromarketing como herramienta de consultoría para impulsar el crecimiento de las empresas, sean del tamaño que sean. En este contexto, recurre a múltiples ejemplos de la aplicación diaria de esta disciplina al desarrollo de las marcas y se incluyen diez investigaciones reales: Carrefour, Fedex, Light Blue (Dolce & Gabbana), Euphoria (Calvin Klein), Santander-Ferrari, Ruavieja, Estrella Damm, Amazon, Mercadona y Netflix. «Pepe Martínez nos muestra cómo la neurociencia nos ayuda a entender la mente del consumidor y a medir la fuerza emocional y el alcance de los diferentes estímulos de marketing» Cécile Conaré, consultora «Mientras que los humanos estamos extraordinariamente orgullosos de nuestra capacidad racional, nuestros perezosos cerebros recurren a menudo a las emociones inconscientes, a los instintos y a

los impulsos irracionales » Nigel Hollis, autor de The Global Brand «El neuromarketing puede ayudar a las marcas y a los negocios a ser más competitivos» Alexia de la Morena, consultora «Este libro supone una importante aportación a la cultura del marketing del bueno» Enrique Larumbe, presidente de Eurogap «La neurociencia nos ayuda a entender la enorme cantidad de decisiones diarias que llevamos a cabo de forma inconsciente» Stanislaw Mencwel, managing director CPC

Revista universitaria ,2003

Expansión ,2004

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.

Memoria...a la...legislatura Córdoba (Argentina : Province). Ministerio de Hacienda, 1903

Business Venezuela ,2008

Las 11 leyes inmutables de la creación de marcas en Internet Al Ries, Laura Ries, Idoia Bengoechea Aira, 2005

Bibliografía española ,2006

Revista de derecho, historia y letras ,1901 Índice alfabético-analítico de los diez tomos: v. 11, p. [158]-160.

El Cliente Satisfecho Claes Fornell, 2008-10-28 La principal causa del fracaso financiero en una empresa no es la falta de apreciación de los clientes que tienen los directivos, sino las herramientas que emplean para asignar recursos destinados a mejorar el valor que el cliente tiene como activo. Determinar con claridad qué aspectos del producto, servicio, marketing, etc., tienen el mayor efecto sobre la satisfacción del cliente; estimar el rendimiento financiero esperado por satisfacción mejorada, y entender qué acciones hay que realizar y cómo establecer fuertes lazos con el cliente son algunos de los motivos de este libro. El cliente satisfecho expone cómo se relaciona la satisfacción del cliente con las ganancias de la empresa, por qué los directivos deberían ver a los clientes satisfechos como verdaderos activos económicos, por qué comprender las causas y entender el significado de la satisfacción del cliente. Claes Fornell detalla a la perfección y con ejemplos cómo gestionar el activo del cliente (Customer Asset Management), con un enfoque que reconoce a los clientes por lo que son: verdaderos, aunque intangibles, activos económicos.

Revista de la Facultad de Ciencias Económicas de la UNMSM ,2005

Marcas en el tiempo Magdalena Brocca, 2007

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