



# Principios de marketing (Spanish Edition)

*Águeda Esteban Talaya*

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La nueva edición de Principios de Marketing realiza un amplio recorrido por la moderna concepción del marketing desde una perspectiva tanto estratégica como operativa.

Este libro aporta, a diferencia de otras obras de marketing, la posibilidad de acercarse a los nuevos métodos en la gestión de clientes y a los instrumentos más actuales de comercialización que aplican las empresas en la realidad.

- ¿Qué es el valor del tiempo de vida del cliente para la empresa? ¿Cómo se coordinan las acciones de cross-selling y up-selling en la gestión del valor del cliente?
- ¿Cuál es la principal causa de fracaso en la implantación de la estrategia de gestión de relaciones con los clientes CRM?
- ¿Qué tendencias actuales influyen más sobre el comportamiento de compra de los consumidores?
- ¿Qué variables y medidas integran los sistemas de control de las acciones de marketing que puede implantar la empresa?
- ¿Cuáles son los principales servicios de información electrónicos a disposición de las empresas en la actualidad?
- ¿Qué reglas hay que seguir para obtener el éxito en el lanzamiento de nuevos productos al mercado?
- ¿Cuáles son los principales instrumentos para aumentar la rotación y rentabilidad de los productos en el punto de venta?
- ¿Qué principales formas de publicidad no convencional en televisión utilizan las empresas?

En este texto el lector encontrará respuesta a estas y muchas otras preguntas, además de una gran cantidad de ejemplos, ilustraciones y esquemas que facilitan la comprensión y aplicación. Un libro válido tanto para el aprendizaje de estudiantes como para la consulta del profesional de marketing.

Autores: Águeda Esteban Talaya, Jesús García de Madariaga, M<sup>a</sup> José Narros González, Cristina Olarte Pascual, Eva Marina Reinares Lara, Manuela Saco Vázquez.

## ÍNDICE

Marketing: funciones y entorno ● Mercado y demanda en marketing ● Planificación y organización de marketing ● Información e investigación de marketing ● Producto ● Distribución comercial ● Comunicación comercial

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