

STRATÉGIES DE PRIX



Prix Et Strategie Marketing Economie Gestion

Claude Demeure



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Prix et stratégie marketing Caroline Urbain, Marine Le Gall-Ely, 2009-09-09 La variable prix tient un rôle prépondérant dans la stratégie marketing contexte d'une concurrence exacerbée évolutions en profondeur des modes d'information et de communication questionnements sur le pouvoir d'achat Cet ouvrage présente les concepts fondamentaux sur lesquels s'appuie une politique de prix en répondant aux principales questions que pose son élaboration comment fixer un prix comment appréhender les réactions du consommateur quelles sont les contraintes liées aux différents secteurs d'activité Illustré de nombreux exemples de multinationales et de PME de producteurs et de distributeurs il propose une synthèse actualisée et complète des connaissances maîtriser sur le thème du prix

Fixation des prix et stratégie marketing Michel Chevalier, 1977-01-01

Le marketing mix Morgane Kubicki, 50 minutes, 2014-06-30 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 la place où il sera distribué au prix auquel il sera vendu et l'appareil promotionnel qui sera déployé Vos concurrents n'ont qu'à bien se tenir car vous serez désormais armés pour décider de la conduite globale adopter face au marché Ce livre vous aidera Maîtriser rapidement les notions de produit promotion place et prix Trouver le positionnement adéquat pour votre entreprise Mieux finir vos stratégies de prix et d'acquisition de clients Comprendre les besoins de vos clients pour pouvoir mieux répondre Et bien plus encore Le mot de l'auteur Avec l'auteur Morgane Kubicki nous avons cherché à présenter aux lecteurs cet outil complet qui permet aux responsables marketing de prendre en toute connaissance de cause des décisions objectives et précises Se poser des questions c'est bien se poser les BONNES questions c'est mieux Juliette Nève PROPOS DE LA SÉRIE 50MINUTES Gestion Marketing La série Gestion Marketing de la collection 50MINUTES fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent le monde économique d'aujourd'hui Nous avons conçu la collection en pensant aux nombreux professionnels obligés de se former en permanence en économie en management en stratégie ou en marketing Nos auteurs combinent des éléments de théorie des études de cas et de nombreux exemples pratiques pour permettre aux lecteurs de développer leurs compétences et leur expertise

Marketing Claude Demeure, 2005 Cet ouvrage de base présente de manière détaillée toutes les composantes du marketing stratégique et opérationnel le marché le marketing de l'information la stratégie marketing le produit le prix la vente l'étranger la communication commerciale la gestion de la relation client Les composantes principales sont complétées par une partie spécifique traitant la communication professionnelle communication interpersonnelle AT PNI cette cinquième édition mise à jour début 2005 prend en compte les techniques apparues ces dernières années en matière de marketing benchmarking gômarketing relationnel gestion de la relation client objectifs management gestion programmation des approvisionnements e business complet et très structuré ce livre constitue la fois

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Strat gie du marketing Georges-Maurice H enault, Jean-Charles Chebat, 2011-04-22T12:14:41-04:00 L une des cl s du succ s de l entreprise la strat gie de marketing repr sente un d fi aussi bien pour les praticiens que pour les tudians qui cet ouvrage est destin

Le marketing-prix Michel Hugues, 1998-01-01T00:00:00+01:00 Le Marketing Prix est au centre des pr occupations de l entreprise l approche de l entr e en vigueur de l euro L objet de ce livre est d aider les entreprises r fl chir la r organisation de leur politique de prix et de leur fournir des m thodes et des outils Parmi les th mes abord s on trouvera notamment la psychologie du consommateur devant une nouvelle chelle de prix les cons quences de l euro sur la rentabilit et le profit les prix magiques et leur conversion en euros les risques de d veloppement d importations grises la promotion des ventes et les offres sp ciales en euros En retenant de l ensemble des m thodes propos es celles qui sont le mieux adapt es sa probl matique de prix l entreprise pourra r pondre avec tout le professionnalisme n cessaire au grand challenge de cette fin de si cle celui d une comp titivit de plus en plus exigeante

Mercatique: Strat gie marketing G Skills, Acqu rir ou approfondir les notions de base du marketing par une p dagogie active illustr e de nombreux exemples concrets Comp tences vis es Savoir appliquer les principales notions permettant d laborer une strat gie marketing choix de segments positionnement d offres fixation de prix campagne de communication choix de circuits de distribution Contenu Chapitre 1 Principes et concepts du Marketing Chapitre 2 Mod les classiques et r cents d analyse strat gique prospective Chapitre 3 Segmentation et strat gies de ciblage Chapitre 4 Strat gie de distribution le marketing mix Chapitre 5 Strat gie de produit le marketing mix Chapitre 6 Strat gie de prix le marketing mix Chapitre 7 Strat gie de communication le marketing mix Chapitre 8 Positionnement et strat gie de marque Chapitre 9 Marketing digital et e commerce Cours illustr s par des cas concrets et r cents ED sur les principaux chapitres

Principes, techniques et strat gies de gestion marketing Robert Mbwinga Bila, 2018-12-27 Cet ouvrage apportera chacun une tr s riche connaissance et une parfaite ma trise de la nature multidimensionnelle de cette nouvelle discipline scientifique de la gestion Les circonstances de la naissance et l historique du marketing sont expos s ainsi que ses missions et l opportunit de sa pratique en Afrique L auteur d veloppe les concepts de base ainsi que le contexte l organisation et les outils qui permettent d exercer les activit s marketing dans l entreprise

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concurrents n'ont qu'à bien se tenir car vous serez désormais armés 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 s'y rattacher. Et bien plus encore. Le mot de l'auteur. Avec l'auteur Morgane Kubicki nous avons cherché à présenter aux lecteurs cet outil complet qui permet aux responsables marketing de prendre en toute connaissance de cause des décisions objectives et précises. Se poser des questions, c'est bien ; se poser les BONNES questions, c'est mieux. Juliette Nève. PROPOS DE LA SÉRIE 50MINUTES Gestion Marketing. La série Gestion Marketing de la collection 50MINUTES fournit des outils pour comprendre rapidement de nombreuses théories et les concepts qui façonnent le monde économique d'aujourd'hui. Nous avons conçu la collection en pensant aux nombreux professionnels obligés de se former en permanence en économie, en management, en stratégie ou en marketing. Nos auteurs combinent des éléments de théorie, des études de cas et de nombreux exemples pratiques pour permettre aux lecteurs de développer leurs compétences et leur expertise. *Le marketing - 2e édition* Denis Darpy, 2015-09-02. Le marketing recherche inlassablement de nouvelles opportunités de produits et de marchés. Cet ouvrage expose les notions fondamentales du marketing nécessaires pour construire un plan marketing : la segmentation, le ciblage et le positionnement, le couple produit-marché, la gestion des marques et la politique prix, la communication et la gestion des canaux de distribution, les stratégies concurrentielles. Dans cette nouvelle édition mise à jour et enrichie de nouveaux exemples, l'auteur fait le point sur la nouvelle segmentation des produits et l'évolution des attentes des consommateurs. Destinée aux étudiants en économie et gestion, l'ouvrage intéressera également les professionnels recherchant un cadre pour la définition de leur stratégie marketing.

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