



Principes de marketing (French Edition)

Gary Armstrong, Philip Kotler

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Écrit par les experts mondiaux de la discipline, ce livre constitue une initiation complète, accessible et attractive aux grands domaines du marketing. Une pédagogie extrêmement soignée : Une structure simple et claire ; stratégie, marchés et consommateurs, produit, prix, distribution et communication ; Une approche résolument concrète, avec un très grand nombre d'exemples récents tirés d'entreprises mondialement connues ou particulièrement singulières ; Des définitions pour tous les termes importants, un résumé dans chaque chapitre, des questions de révision et de réflexion, des études de cas ; Une maquette en couleurs, aérée et dynamique, une sélection choisie de visuels de publicités, produits ou points de vente. Une adaptation remarquable au contexte français et européen : Une adaptation réalisée par Emmanuelle Le Nagard-Assayag et Thierry Lardinois qui, tout en mettant en valeur les qualités du texte original, contextualisent l'essentiel des données et des exemples : Lacoste et son repositionnement marketing, Michel et Augustin et la stratégie de marque, Cadum et les stratégies à adopter en phase de maturité du produit ; Des activités particulièrement pertinentes pour des cours d'initiation : plus de deux cents questions de réflexion et de mise en application des concepts, réparties dans chaque chapitre. Une nouvelle édition très complète : Les problématiques et tendances les plus actuelles : l'importance croissante de la responsabilité sociale de l'entreprise et du développement durable, le rôle des médias sociaux, la montée en puissance du "consommateur", les évolutions technologiques récentes et leurs conséquences sur tous les aspects du mix (en particulier les vecteurs de communication et de distribution) ; Les axes forts développés par Philip Koller : l'importance de la relation client et de la stratégie de marque, la mesure des performances, l'éthique, etc.

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