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Irwin/McGraw-Hill MARKETING, 6/eMARKETING, 6/e BERKOWITZ KERIN HARTLEY RUDELIUS © The McGraw-Hill Companies, Inc., 2000 PP21-1a Personal Selling and Sales Management ...

PERSONAL SELLING AND SALES MANAGEMENT

MARKETING PLAN FOR VVCA SERVICES (BICYCLE COURIER BUSINESS) PREPARED BY: DELA PAZ, ISAIAH BAGUHIN, SHERYL CASTILLO, JEMUEL SAPOLMO, NELIA EXECUTIVE SUMMARY VVCA Services is a bicycle-based courier service serving City of Makati attorneys and law firms.

Chick Fila Marketing Plan Essay - 3457 Words

Lastly, the marketing mix and strategies adopted by IKEA on how they make use of their 4Ps' to determine the Product strategy for space-saving furniture and unique designs, Place strategy that lacking of presence in a particular country of IKEA, Price strategy that features in organizing promotional sales discount to induce customer to clear old stocks and the last P refers to the Promotion ...

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En la actualidad, el "empaque" es una parte fundamental del producto, porque además de contener, proteger y/o preservar el producto permitiendo que este llegue en óptimas condiciones al consumidor final, es una poderosa herramienta de promoción y venta. Meyers y Gerstman mencionan en su libro "El Empaque Visionario" que existe un viejo dicho que afirma que el empaque es el producto.

EI EMPAQUE - marketing-free.com

Résumé : This article examines the received wisdom of services marketing and challenges the validity and continued usefulness of its core paradigm, namely, the assertion that four specific characteristics—intangibility, heterogeneity, inseparability, and perishability—make services uniquely different from goods.

KMCMS: Knowledge Management Content Management System

Según Stanton, Etzel y Walker, la etiqueta es "la parte de un producto que transmite información sobre el producto y el vendedor. Puede ser parte del empaque o estar adherida al producto" [1]. Para Kerin, Hartley y Rudelius, la etiqueta "es una parte integral del empaque y suele identificar al producto o marca, quién lo hizo, dónde y cuándo se hizo, cómo debe usarse y el contenido y los ...

LA ETIQUETA DEL PRODUCTO - marketing-free.com

El conocer la existencia de todas éstas herramientas, nos ayuda a tener en cuenta que la promoción nos brinda un amplio abanico de opciones para informar, persuadir o recordar de forma creativa al público objetivo acerca de los productos que la empresa ofrece, pero, sin olvidar que el fin último es influir en sus actitudes y comportamientos para la satisfacción de necesidades y deseos, y ...

¿QUÉ ES PROMOCIÓN? - MarketingIntensivo.com

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Most organizations have perceived the customer relationship management (CRM) concept as a technological solution for problems in individual areas, accompanied by a great deal of uncoordinated initiatives. Nevertheless, CRM must be conceived as a strategy, due to its human, technological, and processes implications, at the time an organization decides to implement it.

Critical success factors for a customer relationship ...

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