



Conozca el nuevo marketing: El valor de la información (Edirectivos: marketing) (Spanish Edition)

José Luís Belío, Ana Sainz Andrés

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A lo largo de este libro se describen los conceptos básicos del marketing desde la perspectiva de su utilización en la empresa. Se ofrecen soluciones rápidas y eficaces para el día a día de los profesionales de Marketing, Ventas, directores y gestores de pequeñas y medianas empresas: desde cómo realizar un plan de marketing, una investigación de mercado hasta gestionar la relación con el cliente, entre otras muchas.

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