



Marketing estratégico y operativo (Spanish Edition)

By Jean-Jacques Lambin

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- *Análisis de las bases ideológicas del marketing
- *El concepto de orientación al mercado
- *Analiza la estructura de necesidades tanto del consumidor individual como del consumidor de negocio a negocio (B2B)
- *Examina los diferentes roles del consumidor
- *Contiene una sección dedicada al marketing estratégico del distribuidor (Un tema con frecuencia omitido en los libros de texto de marketing)
- *Incorporación de casos latinoamericanos.

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