

# Fundamentos De Marketing

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we all understand the basic principles underpinning marketing activity to identify unfulfilled needs and desires and boost demand for the solutions a product is offering the mantra is always sell more de marketing tries for the very opposite why would a company actively try to decrease demand there are many good reasons to do so a firm cannot supply large enough quantities or wants to limit supply to a region of narrow profit margin or crucially to discourage undesirable customers those that could be bad for brand reputation or in the case of the finance sector high risk de marketing can yield effective solutions to these issues effectively curtailing demand yet crucially not destroying it nevertheless the fundamental negativity of de marketing strategies often causes organisations to hide them from view and as a result they are rarely studied this then is the first book to cast light on the secretive counterintuitive

world of de marketing deconstructing its mysteries and demonstrating how to incorporate them into a profit driven marketing plan a selection of thought leaders in strategic marketing mix theory with illustrative global cases providing insight into how these strategies have been employed in practice and measuring their successes and failures it s a must read for any student or researcher that wants to think differently about marketing

written by leading european expert domènec melé this is the ideal companion for students determined to make the business world a more ethical and moral place

vols for 1981 include four special directory issues

has supplements

appropriate for students taking an introductory course in marketing at both the college and university levels this text balances theory applications and pedagogy to provide an effective teaching and learning tool the road to marketing aids help students learn link and apply important concepts

the main topic of this book is the introduction of a new mobility service one way and open end car sharing dr bodo schwieger describes a process starting from the anticipation and measurement of customer s needs to the introduction of innovative services the described field test is second to none as it offers gasoline vehicles in a one way rental scheme within an urban environment 25 smart vehicles were based at 8 stations and available to 4 000 car sharing customers this service is being analyzed for efficiency and customer reactions in a second step other car sharing companies in hamburg germany seattle washington kyoto and tokyo japan are analyzed for their approaches to improving their services combines technological competence marketing know how and customer analysis car sharing has recently become a highly relevant topic with the fast expansion of the american providers and the market entry of deutsche bahn ag and shell ag in germany the method respects the large amount of interdependence with other services and also the multiplicity of different customer groups thus it can be transferred to other transportation services and used as a beginner s guide to service analysis the book is based on the author s dissertation which was accepted at the technical university of berlin in 2003 it delivers on 150 pages densely accumulated information it is worth reading for anyone who is involved in introducing and developing new services either within transportation or in related branches

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