

Engagement Marketing Una Nueva Publicidad Para Un Marketing De Compromiso

El marketing de los partidos políticos Marketing de relaciones. Aproximación a las relaciones virtuales Marketing de fidelización Engaging Consumers through Branded Entertainment and Convergent Media Branded Content and Entertainment in Advertising Marketing de eventos Marketing Radical Direct Marketing Las reglas del marketing directo en internet Apertura ABA Bank Marketing Máster en marketing Developments in Marketing Science Business Venezuela Hispanic Times Magazine Fundamentos de marketing Puerto Rico's Chicken Market: a General View of the Marketing Environment Proyectos de exportación y estrategias de marketing internacional Marketing financiero José Javier Orosa González José Ramón Sarmiento Guede Blanca García Gómez Parreno, Jose Marti María Rodríguez-Rabadán Benito Barry Siskind Sam Hill Hans Peter Brondmo Academy of Marketing Science William J. Stanton Nelson E. Ward Monagas Juan Luis Colaiácovo

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este libro es una investigación exhaustiva sobre el marketing de relaciones como nuevo paradigma dominante tanto en el contexto analógico como en el digital en él se pretende mostrar que para el desarrollo de estrategias y la consecución de objetivos en el mundo empresarial es

necesaria la utilización de los medios sociales que en tanto herramientas facilitan la cocreación de valor en este sentido el libro abarca tres aspectos en primer lugar se hace un análisis del concepto los fundamentos las escuelas y los factores que originan el marketing de relaciones así como de las dimensiones de los antecedentes y de los consecuentes de la calidad de la relación en segundo lugar se estudian las relaciones en el contexto analógico en concreto las relaciones con los clientes las relaciones internas las verticales y las horizontales en tercer lugar y último se da cuenta de las relaciones en el contexto digital abarcando temas tan novedosos como las relaciones virtuales la experiencia web los medios sociales como herramientas para gestionar las relaciones y también los antecedentes y los consecuentes de la calidad de la relación online esta obra está inspirada en una nueva filosofía basada más en una perspectiva relacional que transaccional para gestionar las organizaciones empresariales todo ello hace que tanto por su planteamiento como por su exhaustividad la obra sea única en el mercado de necesaria consulta para el investigador y de gran utilidad para el estudiante

josÉ ramÓN sarmiento guede doctor en economía de la empresa especializado en marketing y turismo por la universidad rey juan carlos de madrid profesor en el grado de ade marketing y turismo en la universidad internacional de la rioja unir y en eserp centro adscrito a la urjc además ha sido profesor del programa de máster en marketing digital como investigador ha participado en congresos y proyectos de investigación internacionales asimismo es autor de varios artículos y libros en las áreas de marketing y turismo

el incremento creciente de la competencia en los mercados hace que la búsqueda de la lealtad del cliente sea uno de los objetivos prioritarios de cualquier organización preocupada por la innovación que ayude a conseguir mejores resultados empresariales para lo que es clave el diseño de estrategias de fidelización que sean capaces de alinearse con los intereses de los consumidores sin duda una buena gestión de los programas de fidelización de clientes dará a la empresa una ventaja competitiva además de aportar información muy valiosa sobre los gustos las actitudes y el comportamiento de los consumidores así la gestión de un programa de fidelización desde un enfoque proactivo apoyado en una correcta gestión de las bases de datos de clientes se convertirá en un instrumento de gran valor en esta obra partiendo del concepto de lealtad se expone la evolución de la estrategia de fidelización de clientes desde la orientación al mercado hasta el planteamiento 360 grados en el libro se analizan los aspectos clave de los programas de fidelización de clientes mecanismos de implantación ti pos etc y se estudia el papel de las bases de datos en la personalización de la oferta en el desarrollo del texto se ha buscado la interacción entre la teoría y la práctica lo que ayuda al lector a conseguir una mejor comprensión de los términos que se utilizan y su

aplicación

branded entertainment is gaining popularity within marketing communications strategies blurring the lines between advertisements and editorial content branded marketing provides advertisers and consumers with highly engaging media content that benefits them both engaging consumers through branded entertainment and convergent media provides an interdisciplinary approach to connecting with the consumer through branding strategies in the entertainment and media fields featuring information regarding emergent research and techniques this publication is a critical reference source for academics university teachers researchers and post graduate students as well as universities advertising agencies marketing directors brand managers and professionals interested in the usage and benefits of branded entertainment

in recent years branded content and entertainment have become standard practice for brands advertising agencies and production companies this volume analyzes branded content through a theoretical and empirical study to examine the factors that have led to exponential growth and the adaptation of creative advertising processes in the creation of branded content the book debates the suitability and acceptability of branded entertainment as an advertising practice the different degrees of involvement of the brand in creating content and the brands mastery of entertainment it explores the implications that may underpin the practice and discusses the necessary creative elements involved in their successful execution as well as the effects it has on consumers and audiences this insightful book will be a valuable guide for academics and upper level students across marketing disciplines including advertising brand management and communications as well as screenwriting

la gestión de eventos tiene dos dimensiones la parte de hardware y la parte de software por hardware entendemos todo aquello relacionado con los materiales físicos desde el stand o el escenario hasta los materiales que en él se presentan el software a su vez incluye la planificación y la gestión del evento que permiten la interacción entre el cliente y el organizador hardware y software deben estar perfectamente organizados y alineados para que todo funcione a la perfección y con ello se consiga aumentar las ventas posicionar un producto captar nuevos clientes o el objetivo que se haya marcado en cada ocasión este libro describe los pasos a seguir para conseguirlo

en este libro se identifican las estrategias poco convencionales que han utilizado las empresas mas innovadoras para aumentar considerablemente sus cuotas en sus respectivos mercados que tienen en comun estas empresas entre otras características cada una sintoniza con sus clientes en el plano emocional cada una persigue el crecimiento y no los beneficios a corto plazo además de incluir un capítulo dedicado a explicar las lecciones radicales en empresas tradicionales este libro demuestra que toda empresa grande o pequeña puede alcanzar un éxito sin precedentes siendo radical

mueva su márketing tan rápido como su mercado máster en márketing muestra cómo las técnicas modernas de márketing interpretadas y practicadas de manera exitosa pueden dar a las compañías una adaptabilidad y rentabilidad sostenida los mercados están cambiando rápidamente los límites del sector están desdibujados los nuevos competidores ofrecen distintas amenazas la demanda del consumidor difiere ampliamente cómo impacta este fenómeno sobre el mercado este libro se centra en los diferentes retos a los que se enfrentan los responsables del marketing en el s xxi les muestra cómo aprovecharse de las nuevas tecnologías de los canales de márketing cómo predecir e influenciar las necesidades del consumidor y cómo asegurar que el mensaje de márketing es comprendido y comunicado a lo largo de la compañía y no sólo en la publicidad y las ventas máster en márketing presenta nuevas ideas basadas en la investigación y trabajos de cuatro de las mejores escuelas de negocios del mundo inseed kellogg london business school y the wharton school

vols are the proceedings of the annual conference of the academy of marketing science

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