



Comercialización y e-commerce

Unidad 1



Fundamentos Del Comercio Detallista

**Jaime Rivera Camino, Mencía De
Garcillán López Rúa**



Fundamentos Del Comercio Detallista:

Fundamentos del comercio detallista Antonio Soler, Emilio Donat, 1991 **Fundamentos del comercio detallista** Randy L. Allen, 1989 *Fundamentos de Mercadotecnia* Miguel Santesmases Mestre, Francisco Javier Valderrey Villar, Adriana Del Carmen Sánchez Guzmán, 2014-10-21 Fundamentos de Mercadotecnia nace del reconocimiento de los múltiples avances que esta ciencia social ha tenido en los últimos años en México con la idea de conjugarlos con fundamentos teóricos ampliamente aceptados y plasmarlos en un libro de fácil comprensión El texto toma el relevo de Mercadotecnia Conceptos y Estrategias para agregar los cambios ocurridos en la disciplina desde su publicación reflejándolos en un contexto empresarial y cultural tan rico como el mexicano Este libro pretende exponer al lector con amplitud y precisión los principios instrumentos y métodos de una disciplina actual cuya finalidad es conocer por qué se realizan intercambios y cómo son o deben ser estimulados y mantenidos Marketing Gary Armstrong, Philip Kotler, 2003 Written for courses in Principles of Marketing at four year and two year colleges this shorter overview aims to help students master the basic principles and practices of modern marketing in an enjoyable and practical way Its coverage balances upon three essential pillars 1 theory and concepts 2 practices and applications and 3 pedagogy cultivating an efficient effective teaching and learning environment This sixth edition provides revised content throughout and reflects the major trends and forces that are impacting marketing in this new connected millennium It includes new thinking and expanded coverage on a wide variety of topics for example relationship marketing connecting technologies the company value chain value delivery networks and global marketing Fundamentos de marketing - 1ra edición Mario Mesa Holguin, 2012-10-01 Lleva al lector a la esencia de la filosofía del marketing del siglo XXI comprender al consumidor cautivar al comprador y conservar al cliente en entornos altamente competitivos y globales igualmente le permite poner en práctica toda la fundamentación descrita y estimula a tomar decisiones empresariales orientadas hacia la satisfacción del consumidor o usuario del producto *Fundamentos de economía de la empresa (Teoría y ejercicios)* Ma. Carmen Gracia Ramos, 2011-03-09 Fundamentos de Economía de la Empresa teoría y ejercicios está especialmente dirigido a los alumnos que cursan la asignatura Fundamentos de Economía de la Empresa del grado de Economía en la Facultad de Economía y Empresa de la Universidad de Barcelona dado que su contenido se ajusta al programa de la asignatura La Economía de la Empresa es una materia de carácter práctico por lo que su aprendizaje no sólo debe considerar la vertiente teórica sino también su aplicación El texto pretende alcanzar este doble objetivo presentando una aportación teórica práctica gracias al desarrollo teórico de los temas acompañados de ejercicios tanto resueltos como propuestos así como de un test de seguimiento que permita al alumno valorar el grado de asimilación de los conocimientos **Fundamentos de Marketing** Carmelina Vela, Olga Bocigas Solar, **Fundamentos de dirección de operaciones en empresas de servicios** María Luz Martín Peña Eloísa Díaz Garrido, 2018-01-19 Vivimos en un mundo de servicios La evolución de las sociedades desarrolladas ha supuesto la progresiva tercerización de la economía con una

importante contribución a la generación de riqueza y empleo Surge así una necesidad de estudiarlo en profundidad desde diferentes perspectivas La dirección de las operaciones es una de ellas de las más importantes puesto que establece las bases de la actividad productiva implicada en la creación y entrega de los servicios Bajo este planteamiento Fundamentos de dirección de operaciones en empresas de servicios sitúa las operaciones como el núcleo de la actividad empresarial de servicios dado que son las responsables de la mayor parte de los procesos que intervienen en la creación y prestación del servicio Los directores de operaciones son los responsables de un amplio porcentaje de costes en la empresa Desde la definición del servicio en términos de negocio de servicio se necesita un planteamiento estratégico Los sistemas de entrega la localización de las actividades la planificación de la capacidad el personal de front office y de back office la calidad son todos temas analizados desde la perspectiva de la dirección de operaciones Con el libro Fundamentos de dirección de operaciones en empresas de servicios queremos contribuir a facilitar el análisis sistemático de la gestión operativa de las empresas de servicios a las que muchas veces se obvia desde los textos teóricos y se les aplican conceptos técnicos y métodos por comparación con lo que es y no es manufactura índice PRIMERA PARTE LA DIRECCIÓN DE OPERACIONES EN LAS EMPRESAS DE SERVICIOS Los servicios en la sociedad actual La Dirección de Operaciones en las empresas bienes y servicios La estrategia de operaciones SEGUNDA PARTE DISEÑO DE OPERACIONES EN LAS EMPRESAS DE SERVICIOS ASPECTOS OPERATIVOS Servicio y proceso el sistema de entrega en servicios Localización y distribución en planta Capacidad en servicios Líneas de espera El factor trabajo en las empresas de servicios TERCERA PARTE EL CONTROL EN LAS EMPRESAS DE SERVICIOS La calidad del servicio Medida de la calidad de servicio Las tecnologías de la información en los servicios

Fundamentos del comercio internacional Gilberto R. Cabrera, 1969 **Dirección de Marketing.** **Fundamentos y aplicaciones** Jaime Rivera Camino, Mencía De Garcillán López Rúa, 2012-06 *Fundamentos de marketing* William J. Stanton, Michael J. Etzel, Bruce J. Walker, 2000 *Libros de México*, 1990 **Merchandising. Auditoría de marketing en el punto de venta** Ricardo Palomares Borja, 2015-02-26

Qu hacen las empresas retail que más venden Sin duda son muchos los factores que determinan el éxito para vender más en el comercio minorista Con el propósito de analizar valorar y diagnosticar los factores que contribuyen a aumentar las ventas esta obra pone de manifiesto aquellos parámetros que constituyen las ideas clave donde se generan las estrategias de merchandising en las que se basan las empresas retail de éxito para vender más siendo más rentables y competitivas En la actualidad el comercio minorista se enfrenta a uno de los mayores retos de su larga historia motivado principalmente por factores de carácter tecnológico y social Las nuevas tecnologías han impulsado la aparición de formatos comerciales más originales e innovadores mediante la puesta en marcha de novedosas estrategias de comercialización basadas en técnicas de inbound marketing y ecommerce modificando el comportamiento de compra de los clientes y con ello dando lugar a un nuevo paradigma en el proceso de comunicación comercial entre las empresas y los consumidores La supremacía del consumidor impone cada día nuevas fórmulas más

creativas para poder llegar a venderle más allá de satisfacer sus necesidades y deseos por lo que las empresas retail tratan de impresionar e incluso emocionar a un cliente cada día más informado y exigente mediante la estimulación de sus cinco sentidos con el fin de que pueda experimentar sensaciones agradables y como resultado lograr una experiencia de compra memorable en el punto de venta tanto en el comportamiento de hacer la compra como de ir de compras Esta obra representa en sí misma una valiosa herramienta de marketing ya que el contenido de la misma permite identificar analizar y valorar los parámetros directamente relacionados con la gestión estratégica del merchandising en el punto de venta mediante un innovador proceso metodológico por el cual se establece un diagnóstico preciso de la situación del comercio minoristas como la consecución de un plan de acción eficaz para la toma de decisiones proponiendo acciones de mejora e ideas clave para vender más en un sector cada día más cualificado y en un mercado cada vez más competitivo Índice Introducción Diseño de la arquitectura interior Gestión estratégica del surtido I Estrategias de localización del surtido sobre la superficie de ventas Gestión estratégica del surtido II Estrategias de presentación del surtido en el lineal Tecnología e innovación Bibliografía

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Marketing en el punto de venta Ricardo Palomares Borja,2015-09-09

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