

<<营销与方案计划>>

图书基本信息

书名：<<营销与方案计划>>

13位ISBN编号：9780470032725

10位ISBN编号：0470032723

出版时间：2006-11

出版时间：John Wiley & Sons Inc

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内容概要

You've chosen this book. Which probably means you're a marketer, you've heard of scenarios and you want to know what they can do for you. Can they help with everyday marketing issues like brands, channels and relationships? The answer is yes. Rooted in customer needs, scenarios bridge the gap between corporate strategy and marketing tactics. They are a weapon for perceiving the unseen and a framework for thinking the unthinkable. This book's wealth of case studies will show you how they've helped top companies like Pfizer, Nestle and Courvoisier to do just that, and its practical lessons will show how they can do exactly the same for you. Gill Ringland and Laurie Young have gathered top-flight contributors to offer the first straightforward account of scenario planning for marketers. In readable chapters they show how, by integrating scenarios into the wider marketing toolkit, you can make your organization more customer-driven and consider a wider range of possibilities than your competitors. They explore how scenarios have driven creativity in a range of consumer marketing applications - even in FMCG sectors - and define their role in distribution, channel management, brand management and customer management strategy. Finally, they show how marketing scenarios can help to promote wider corporate innovation. The rich pictures painted by scenarios have made business strategy more visionary and creative, and they're set to do the same with marketing strategy. Read this book, and make sure it's your organization holding the brush.

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