



El marketing mix: Aumente sus ventas con los elementos clave del marketing (Gestión y Marketing) (Spanish Edition)

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Aumente sus ventas con los elementos clave del marketing

Este libro es una guía práctica y accesible para entender y aplicar el marketing mix, que le aportará la información esencial y le permitirá ganar tiempo.

En tan solo 50 minutos usted podrá:

- Lanzar un nuevo producto o probar una estrategia de marketing ya existente
- Utilizar las 4 P del marketing mix para asegurar el éxito de su producto
- Analizar estudios de caso de conocidas compañías para comprobar el impacto del marketing mix

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50MINUTOS.ES le ofrece las claves para entender rápidamente las principales teorías y conceptos que rigen el mundo económico actual.

Nuestras obras combinan teoría, estudios de caso y múltiples ejemplos prácticos para que amplíe sus competencias y conocimientos sin perder tiempo.

¡Descubra en un tiempo récord las claves para el éxito de su negocio!

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