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M^a Carmen Martínez Guillén

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En esta obra se analizan de forma clara, y sistemática, a la vez que práctica los elementos que hacen del marketing una técnica de gestión empresarial ligada a los mercados cada vez más competitivos y abiertos. Los profesionales de esta actividad hallarán una guía que les permitirá trabajar con una visión empresarial procedente del marketing que permitirá convertir la comunicación en una ventaja estratégica de su negocio. Se trata en definitiva de un manual concreto y amplio, a la vez que permite unificar dos ámbitos estrechamente unidos, el marketing analítico y estratégico y las actividades comerciales, que se han de llevar a cabo en cualquier organización.

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