



Le Marketing des résultats: Guide pratique de marketing et de communication (24:00 ChroKnoW) (French Edition)

Alain Dupont, Jean-Paul Delmeire

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Comment établir une stratégie efficace pour assurer à son entreprise une rentabilité ?

Le marketing des résultats commence, à la racine, par une volonté collective de réussite, de qualité de communication et de service au client. C'est par ce biais que vous pourrez prétendre à la rentabilité. Mais si la rentabilité est aussi un état d'esprit, elle ne se résume pas à cela. Pour être atteints et dépassés, les résultats nécessitent la connaissance pointue de techniques spécifiques ainsi que le respect de certains conseils y afférents.

L'objectif de cet ouvrage est de vous apporter ces conseils et d'éclairer ainsi les chemins complexes menant à la rentabilité. Nous espérons que vous en tirerez profit et dégagerez des pistes de travail sûres qui orienteront et favoriseront vos décisions et choix stratégiques, bref, qui amélioreront votre rentabilité !

Les entrepreneurs trouveront dans cet ouvrage des idées et des conseils pour établir une stratégie marketing rentable

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