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Título: Handbook Of Niche Marketing

Autor: Dalgic Tevfik

Precio: \$329.00

Editorial:

Año: 2006

Tema:

Edición: 1ª

Sinopsis

ISBN: 9780789023308

Ever-changing customer needs and intense competition make it crucial for companies to find new, creative ways to attract and retain customers. The Handbook of Niche Marketing: Principles and Practice fills the information gap long seen in niche marketing research by presenting the essential and influential articles from recent years in one book. This unique educational resource reveals the theories, the strategies, and real-life case studies of niche marketing success and why it is on its way to becoming the next global marketing wave.

The Handbook of Niche Marketing features respected authorities' insightful research and valuable discussions on a variety of marketing issues, such as niche marketing theory, niche vs. mass marketing, choosing niche strategy, brand loyalty, overlap, and product line cannibalization_ with practical guidelines for using niche marketing strategy in various markets. This well-referenced guide includes extensive tables, graphs, illustrations, and real-life case studies to clearly illustrate ideas and concepts.