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Sometimes a marketing idea comes along that is perfectly in tune with its time. It addresses an important need, dovetails with new technology, and promises to improve the bottom line. Soon, it becomes a standard way of doing business. Today, manufacturers and retailers competing in a new era are beginning to recognize the long-term potential of another fledgling marketing idea. It's called "category management;" and it reflects the changes that have made the consumer packaged goods marketplace of the 1990s more complex than ever. What exactly is category management? Boiled down to basics, category management is a process that involves managing product categories as business units and customizing them on a store-by-store basis to satisfy customer needs. Rooted in the belief that today's new product explosion has made strategic management by department too unfocused, category management transforms retail "buyers" and manufacturer "sellers" into entrepreneurs, each responsible for a small business within a larger enterprise. Developed by the world's leading marketing authority, Nielsen Marketing Research, this book explains how category management works and provides marketers with strategies for implementing successful category management solutions.