



El arte de influir. Promoción de ventas (Spanish Edition)

Humberto Martínez Cruz

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Los canales de distribución han evolucionado en su forma y en su contexto, por lo que es necesario incentivar y crear espacios adicionales a la publicidad y esfuerzos de Marketing, lo mismo sucede con las fuerzas de ventas enfrentadas cada día a retos más complicados en el desarrollo de su labor, en un mercado que cada vez se diferencia menos entre sus productos, lo que hace que la función de la venta requiera de mayores esfuerzos y dedicación para lograr las metas de sus compañías, por lo tanto, la Promoción de Ventas dirigida a este segmento adquiere la importancia de un estimulador e impulsador para el personal, aliviando de cierta manera el proceso en su labor. Este libro nace de la necesidad de encontrar un texto que reúna en un solo ejemplar las diferentes técnicas conocidas en el mercado y su utilización e importancia en álgidos sectores en el proceso de comercialización, como son, el consumidor, los canales de distribución y la fuerza de ventas; adiciona además la aplicación práctica al sector de los servicios que en un comienzo no utilizaba mucho esta vital herramienta, recopila un análisis de los costos totales y las posibles implicaciones en la rentabilidad otorgada por los productos en su venta normal, indica los canales y medios de promoción más usuales para llegar efectivamente a una audiencia objetivo determinada a través de la elaboración de una campaña promocional propiamente dicha, desarrollada y ajustada a la vivencia actual del comercio. El libro persigue ser una guía para estudiantes de Marketing y de Publicidad que requieren investigar en diferentes textos para recopilar información acerca del tema y una herramienta para los profesionales en ejercicio que buscan una acertada orientación en su desempeño diario. Nota: contiene imágenes y fotografías a todo color. Impreso en papel esmaltado.



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