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Download or Read Online Le marketing pour les Nuls en 50 notions clés Benoît Heilbrunn Free eBook PDF/ePub/Mobi/Mp3/Txt, Désir, éthique, packaging, manipulation, fidélisation... L'essentiel des notions de marketing, pour tous ceux qui souhaitent découvrir la discipline dans une démarche professionnelle ou personnelle.

Qu'on le veuille ou non, le marketing fait partie de notre vie quotidienne : nous sommes confrontés à plus de 20 000 objets par jour, dont beaucoup portent un logo ; nous sommes soumis à plus de 3 000 messages de nature publicitaire par jour ; et nous connaissons en moyenne 5 000 noms de marque.

Or le marketing est souvent mal compris. Souvent dénigré ou rabattu sur ses versants les plus visibles que sont la publicité, les marques ou les études de marché, il est pourtant bien plus que cela.

Cet ouvrage tâche de concilier deux approches complémentaires : il vise tout d'abord à donner un savoir sur les aspects techniques d'une discipline à part entière ; il tâche ensuite d'aiguiser la conscience et la réflexion du

consommateur que nous sommes tous. Il maille ainsi une approche descriptive des termes tels que la segmentation, le ciblage, la prime de marque avec des réflexions sur les pratiques du marketing. Parmi les notions abordées, on retrouve notamment la catégorisation, les croyances, le design, le désir, l'émotion, l'éthique, la fidélisation, le logo, la manipulation, le marketing interactif, le packaging, la promesse, la scénarisation, les symboles, les valeurs...

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