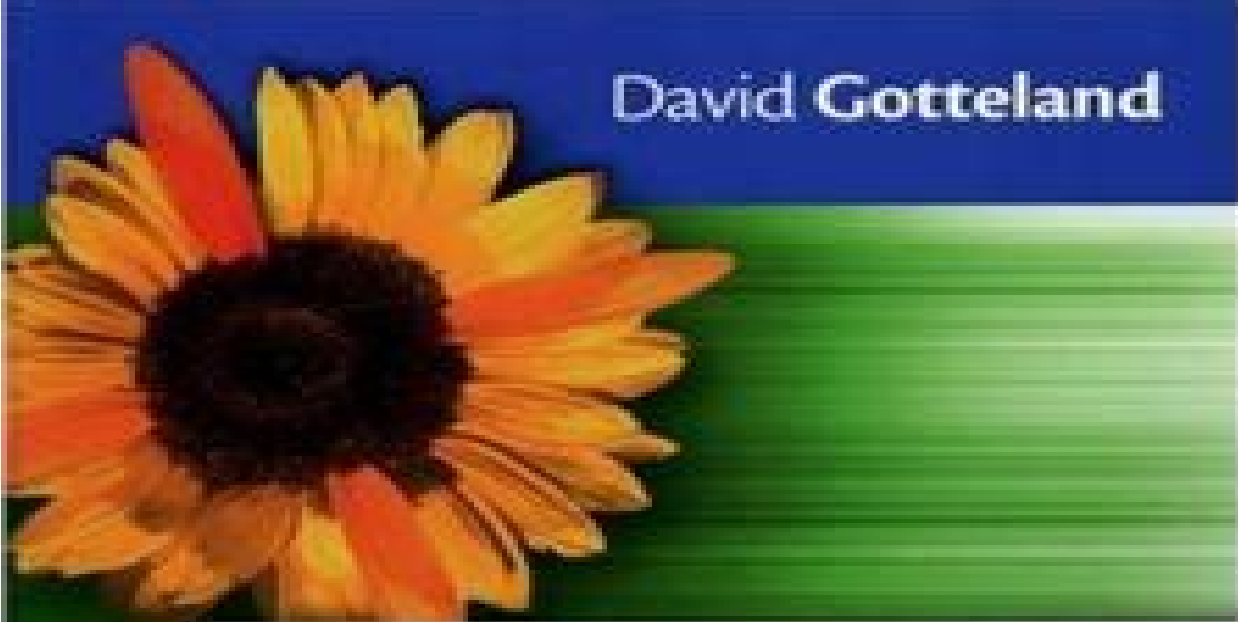




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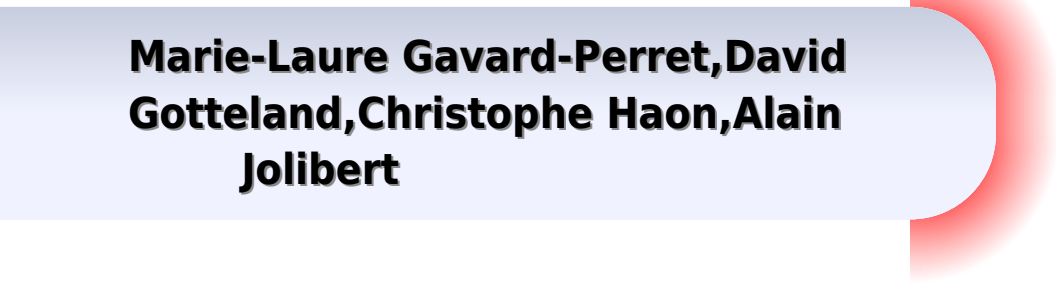
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**Marie-Laure Gavard-Perret, David
Gotteland, Christophe Haon, Alain
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L'orientation marché David Gotteland, 2004 Un panorama d'actuelles connaissances Une méthode pour développer de nouveaux avantages concurrentiels et mieux assurer l'efficacité du marketing Des exemples concrets et des outils opérationnels pour implémenter cette méthode L'orientation marché longtemps centrée sur le consommateur est pour la première fois traitée dans une acception plus large Si enchainer ses clients reste un facteur clé de succès cela ne suffit plus aujourd'hui assurer la réussite commerciale et financière d'une organisation pour être performante l'entreprise doit être orientée non seulement vers les comportements et les besoins de ses consommateurs mais aussi vers ceux de ses distributeurs de ses fournisseurs vers les stratégies de ses principaux concurrents et doit utiliser les savoir-faire technologiques les plus récents dans les processus marketing Dans des termes extrêmement précis David Gotteland fournit grâce à une méthode opérationnelle et prouvée un outil incontournable du marketing moderne Exemples à l'appui il montre les gains de performance commerciaux et financiers que peuvent en retirer les organisations privées ou publiques marchandes ou non marchandes ainsi que les équipes de développement de produits nouveaux *Changing Market Relationships in the Internet Age* Jean-Jacques

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Gavard-Perret, David Gotteland, Christophe Haon, Alain Jolibert, 2012-11-09 Cet ouvrage donne des bases rigoureuses pour bien aborder un travail de recherche construire un objet de recherche choisir et ou croiser les méthodes de collecte des données et les méthodes d'analyse des données synthétiser et rédiger les résultats **PRATIQUES NOUVELLES EN ÉDUCATION ET EN FORMATION** Maryvonne Sorel, 1998-03-01 Les recherches sur l'apprentissage et la construction des connaissances ne sont pas chose nouvelle Que les préoccupations soient théoriques ou méthodologiques le problème est depuis toujours celui de promouvoir la réussite et de dépasser les résistances et les difficultés apprendre L'efficacité cognitive n'échappe pas ce propos général Ce livre propose la fois une présentation critique des principales méthodes de ce courant pédagogique et un apport réflexif utile pour faciliter l'appropriation progressive des options prises par les auteurs concernant le développement et le fonctionnement de l'appareil cognitif **Livres de France**, 2008-09 Includes 1982 1995 Les Livres du mois also published separately L'Orientation technique de la science à la technique industrielle, 1953

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