

le nouveau souffle des marques

lovemarks

KEVIN ROBERTS, CEO WORLDWIDE, SAATCHI & SAATCHI

Lovemarks Le Nouveau Souffle Des Marques

Jacques Lendrevie, Julien Lévy



Lovemarks Le Nouveau Souffle Des Marques:

Marques cultes et culte des marques chez les jeunes Collectif, 2015-12-03T00:00:00-05:00 Dans un monde où règne la consommation les marques sont devenues des symboles portés par les vedettes du sport et du cinéma exposés au regard de millions de téléspectateurs parfois gages de qualité ou indices de prestige elles ne sont plus seulement des véhicules destinés à la promotion d'objets mais aussi par la griffe ou le logo Elles sont aimées rejetées discutées débattues Sujettes des passions elles incarnent pour certains des valeurs et représentent pour d'autres l'appartenance le bon goût voire la réussite De Nike Apple de Marvel McDonalds cet ouvrage analyse les appropriations et les détournements des marques par les adolescents qui lentement entrent dans le monde de l'hyperconsommation que leur présentent les adultes **Wine Positioning** Pierre Mora, 2015-11-27 This book introduces readers to the concept and implementation of positioning techniques in the context of the wine industry Featuring 30 case studies on brands and wine regions around the world all based on the same principles it presents a successful cutting edge strategy for the marketing of wine Rather than focusing on a small group of elitist appellations the Grand Crus universe and a handful of star brands the book addresses the real day to day wine world In light of globalization it introduces state of the art wine positioning techniques with an emphasis on the identity segmentation and positioning of wine appellations and wine brands In its analysis of wine appellation models the book examines local parameters like geology history and wine growing techniques compares facts figures and actors analyzes the signals that are being sent to the market and presents a range of key factors for success Similarly the wine brands models are analyzed on the basis of their respective brand identity and apparent marketing policy In the book's final part it summarizes recent developments in wine marketing including the growing importance of wine brands as new territories in the global vineyard and the role of appellations as the essence of cultural diversity *Le consommateur, éternel infidèle?* Raphael Hodin, Julie Delvallée, 2021-02-03 Le consommateur d'aujourd'hui veut être livré chez lui mais ne pas polluer il attend de la marque qu'elle soit bio et pourtant la vente de produits bios ne décolle pas il veut une marque plus sociale mais fait du shopping le dimanche Avec le digital et les nouvelles injonctions liées à une consommation plus vertueuse écologie responsabilité sociale d'hyperconsommation de nouveaux comportements sont apparus Le consommateur paraît plus volatil dans ses choix plus sensible aux projets portés par les marques mais aussi plus susceptible quand il se sent offensé Et tandis qu'il exige des engagements forts de la part des acteurs économiques en termes de responsabilité écologique et sociale il n'a jamais été aussi sensible au prix la promotion et l'achat d'impulsion Est-il possible pour les marques et les enseignes de s'appuyer sur des logiques de comportements derrière ces paradoxes apparents Quelles sont les nouvelles règles pour attirer et séduire le consommateur À partir d'exemples concrets et business cases ce livre décrit les idées reçues sur les comportements de consommation et analyse les paradoxes des clients Il propose des outils et concepts pour permettre aux marques de conquérir et fidéliser ces clients avec qui elles entretiennent une relation émotionnelle et complexe **Le marketing expliqué à ma mère** Morald

Chibout,2011-07-07 Pourquoi écrire un livre sur le marketing Pourquoi l'auteur a-t-il voulu mêler sa voix à celles des prestigieux théoriciens de la discipline Simplement pour répondre à sa mère qui lui a posé la question d'une mission à l'issue de son interview au titre de cadre issu de l'immigration Il l'interrogea C'est quoi au juste le marketing mon fils Il répondit alors avec des mots simples de lui expliquer les mystères et les recettes de cette science Après un long travail d'enquête et de réflexion Morale Chibout nous offre un livre d'actualité aux accents de thriller économique traversant un véritable slalom entre yaourt lingerie site de rencontre automobile candidat à la présidence Il nous fait pénétrer dans les coulisses du marketing et révèle les stratégies gagnantes d'une marque d'un produit ou d'un homme d'une femme politique Avec une grille de lecture permettant une meilleure compréhension des choses et de l'essence de ce plus rien de cet univers n'aura d'air de secret pour vous

Fonction : chef de produit marketing - 6e éd. Hubert Kratiroff,2013-10-23 Développer une gamme de produits suivre et analyser le marché former la force de vente contrôler les budgets Couvrir toutes les compétences clés du chef de produit marketing traverser Un portrait complet de la fonction de définition responsabilité s'étend au quotidien Les outils du savoir faire et du savoir faire cycles de travail organisation des réunions management Les éléments de la gestion de carrière organigrammes structures d'entreprise chefs de produits spécifiques Cette sixième édition met l'accent sur le digital marketing et les nouvelles technologies D'abord dans la fonction ou étudiants en école de commerce voici le guide professionnel dont vous avez besoin pour entamer et réussir votre carrière LES Modules de documents check list mind map revue de marque et d'enseignement brief d'agence plan marketing Lexique français anglais 500 mots du maître 85 citations pour animer une présentation **Identité de marque** Marie-Claude Sicard,2011-07-07 Une référence pour les professionnels et les étudiants Une méthode originale qui a fait ses preuves Une 2e édition entièrement revue et actualisée Comment faire valuer une marque Si on la considère comme une empreinte laissée par certaines entreprises dans l'esprit du public comment se forme cette empreinte Quand et pourquoi se déforme-t-elle Que peut-on faire pour qu'elle reste nette D'abord il faut connaître en profondeur son identité Ensuite se souvenir qu'une marque est un système vivant Donc loin d'être statique l'identité de marque est dynamique fluide relationnelle C'est un processus en perpétuelle évolution qu'il faut saisir à l'aide d'une méthode spécifique la méthode de l'empreinte Ce livre décrit les principes et les applications de cette méthode à l'aide d'un schéma clair d'explications détaillées et de très nombreux exemples concrets *Le marketing sensoriel du point de vente - 4e éd.* Delphine Dion,2013-03-20 Le marketing sensoriel utilise les facteurs d'ambiance du magasin musique senteurs couleurs sensations tactiles et gustatives afin de susciter chez le consommateur des réactions favorables à l'acte d'achat Face à l'homogénéisation de l'offre de produits le marketing sensoriel est un outil puissant pour assurer la marque un positionnement fort C'est aussi le moyen d'attirer le consommateur en magasin et de lui faire vivre une expérience d'achat qui va contribuer son attachement à la marque S'appuyant sur l'expérience de nombreux praticiens et de chercheurs cette 4e édition offre les outils indispensables à la laboration et la gestion efficace de l'ambiance du point de vente Comment créer une ambiance spécifique autour de la thématique du magasin Comment

combiner les facteurs d'ambiance pour créer un marketing expérientiel Comment agit chaque sens sur le comportement des clients Quelles sont les tapes de la mise en place d'une politique de marketing sensoriel cohérente au sein du point de vente Cet ouvrage s'adresse aux responsables marketing commerciaux et merchandising ainsi qu'aux cabinets de design de stylisme et d'architecture LES Synthèse de plus de 200 recherches sur le sujet Exemples concrets d'enseignes pionnières

Mercator 11e édition Jacques Lendrevie, Julien Lévy, 2014-08-20 11e édition renouvelée la pointe du marketing digital Pédagogique pour les étudiants Complet et claires études de marché marketing mix stratégie marketing marketing relationnel marketing digital marketings sectoriels et international Autant de thèmes traités avec près de 1000 exemples et 100 mini cas un lexique de plus de 720 termes français anglais Agréable lire un style vivant et accessible des rubriques qui animent les pages toutes les illustrations en couleur Mercator vous accompagne dans vos études et au-delà couvre tous les niveaux de cours de marketing et vous propose près de 250 quiz en ligne corrigés et commentés pour tester vos connaissances Un véritable outil pour pratiquer le marketing et pas seulement pour l'apprendre Opérationnel pour les professionnels Fort en digital Mercator intègre les apports les plus récents du numérique ceux qui transforment les politiques marketing d'aujourd'hui e-commerce multicanal et omnicanal communication digitale et big data réseaux sociaux etc Orienté vers l'action parce que Mercator se nourrit des stratégies et des meilleures pratiques actuelles des entreprises et s'appuie sur l'expérience de conseil des auteurs auprès de nombreux clients La meilleure façon de mettre jour vos connaissances en marketing une discipline qui se transforme en quelques années Suppléments numériques offerts Des compléments en ligne classés par chapitres sur le nouveau site mercator.fr synthèse du chapitre quiz boîte outils références documentaires liens spécialisés et interviews de professionnels Enseigner avec Mercator Les enseignants membres du Club des enseignants dunod.com bénéficient gratuitement des sélections de figures projetées de Mercator 11e édition pour animer leurs cours **Du nom déposé au nom commun**

Jana Altmanova, 2013-01-01 La catégorisation des noms de marque veille notre curiosité sous plusieurs points de vue Les noms de marque sont des néologismes de dénomination qui passent de la langue à la diffusion par la parole car leur création linguistique s'impose en même temps que l'objet nouveau qu'ils représentent Il s'agit d'ailleurs d'un fait lexical très répandu les spécialistes de la communication affirment que notre connaissance passive des marques atteint jusqu'à 1500 unités par individu Les noms de marque sont un réservoir d'effets de sens qui sont aussi bien collectifs qu'individuels vu qu'ils voquent des images des motions des symboles Ils gardent la trace la fois de leurs parcours de commercialisation de nos styles de vie du retentissement donné par des comportements de plus en plus mondialisés et globalisants Aussi la marque est-elle une entité mythique capable de créer des mondes dans lesquels le consommateur peut se projeter et desquels il se retire englobant ces noms de marque dans des emplois quotidiens Les noms de marque catégorisation hybride de noms propres changent de valeur suivant les types de textes où ils se trouvent si dans le discours technique le nom de marque garde une fonction purement dénotative et se comporte comme un nom propre en dehors de ce contexte il peut se charger de sens implicites et devenir un

substitut d'un lexème ayant les caractéristiques d'un nom commun. La reconnaissance de cette double valeur n'a lieu qu'en contexte surtout dans l'emploi oral et elle ne figure que rarement dans les dictionnaires. C'est le cas de Bic qui renvoie d'ordinaire à un stylo bille ou de Kleenex pour indiquer un mouchoir en papier. Walkman, Coca-Cola, Lycra, etc. seraient en même temps des noms de produits et des lexèmes. Ce ne sont que les exemples les plus connus parmi lesquels l'auteur nous invite dans un voyage passionnant suivant les noms de marque selon un répertoire riche et varié. Dans cette étude l'auteur illustre les mécanismes linguistiques qui sont l'origine de la création des noms de marque pour comprendre leur charge culturelle et vocatrice. Il interroge sur leur fonctionnement dans le contexte de naissance, le milieu de la publicité pour les repérer dans des textes littéraires. Les noms de marque changent alors d'aspect et un parcours de lecture nous est proposé : ces noms ont perdu le statut de mots nouveaux et sont rendus légitimes même charmants sous la plume de l'écrivain. Il ne nous reste plus qu'à suivre cette analyse linguistique fine et détaillée qui n'abandonne jamais l'esprit d'une recherche actuelle bien documentée qui restitue les raisons d'un phénomène qui vit entre morphologie et sémantique, entre lexicologie et emplois pragmatiques.

Tratto dalla Prefazione dell'Autrice

De l'entreprise marchande à l'entreprise marquante Jean-Claude Thoenig, Charles Waldman, 2011-07-07

Quel intérêt y a-t-il encore à lire des ouvrages qui traitent des entreprises et de leur management ? Le temps semble manquer. Les salaires sont sous la pression du court terme. Tout au plus cherche-t-on des recettes simples et des techniques miracles pour s'en sortir dans la tâche qu'on se voit assigner un moment donné. L'entreprise est vue comme un milieu étranger qui inspire la méfiance. Son devenir serait l'affaire des seuls hauts dirigeants. Se réaliser par son travail serait un leurre. On n'y croit guère même s'il faut faire semblant pour gagner son salaire. Alors autant lire des ouvrages sur d'autres sujets pour se changer les idées. De toute manière tout aurait déjà été dit dans mille livres et articles qui ressasseraient tous la même chose. Les mots mêmes n'auraient plus de sens. Seuls les pamphlets qui consacrent les mythes et dénoncent les gâchements auraient encore un peu de sel ou de piment. Ce livre n'est ni noir ni rose. Il fait voir un monde qui n'est pas conforme aux discours agrégés et aux clichés simplistes. Il parle des entreprises et de leurs clients autrement de façon plus responsable et sans aveuglement lyrique. Nous avons pris le parti de renoncer aux mots creux de marque et de marketing pour essayer de mieux faire saisir quelque chose qui se rapporte aux valeurs sociales et à l'action des organisations. J.-C. Thoenig, Ch. Waldman

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