



Poltica De Precios

Daniela Niemeyer



Política De Precios:

Gestión de precios Enrique Carlos Díez de Castro, Isabel María Rosa Díaz, 2004-04 **Casos de marketing y estrategia** Manuel Sánchez Pérez, 2006 Cuál es la fórmula del éxito de las empresas en los mercados. ¿Qué permite que muchas empresas desde un origen local se puedan convertir en referentes en sus sectores de actividad? ¿Cómo afecta el entorno a las decisiones de marketing? En este libro se analiza la implementación de estrategias de marketing de doce casos reales de mercado español de diversos tamaños y sectores: Barbadillo, Cajamar, Cruzcampo, easy Jet, El Pozo, Alimentación Grupo Ebro, Puleva, Holcim, Jamón de Treviño, L'Oréal, Mango, Roca y Vodafone son estudiadas para aprender de sus experiencias y ayudar a comprender la interacción empresa-mercado. La claridad expositiva de la información empleada en cada caso, así como su elevado nivel de actualización hacen de este libro una herramienta imprescindible en el análisis práctico de la estrategia empresarial. Asimismo contiene una selección de webs de marketing.

Política energética José Luis Calva, Germán Alarco, 2007 La UNAM convocó a más de doscientos destacados investigadores de las principales instituciones académicas del país tanto públicas como privadas a participar en el seminario Agenda del Desarrollo 2006-2020. Los trabajos presentados se dividieron en quince seminarios modulares. p. 5, *La política económica en México, 1970-1976* Carlos Tello, 2003-01-01 No pretende hacer un estudio completo del gobierno del presidente Echeverría sino sólo contribuir al análisis de las políticas económicas puestas en práctica en ese período. En opinión de Carlos Tello la crisis estructural de la economía mexicana, una política monetaria restrictiva y la crisis profunda del capitalismo a escala mundial son los principales fenómenos que produjeron la llamada crisis de confianza en 1976.

Fiscalidad de los precios de transferencia Rafael Cosín Ochaíta, 2007 Incluye las novedades de la Ley 36/2006 sobre Prevención del Fraude Fiscal.

Sistematización de la Función Comercial. Cómo integrar con éxito su estrategia corporativa... Francisco de Borja de Carlos Martín-Lagos, 2008-02 La función comercial en la empresa debe cumplir una doble misión: asegurar el alineamiento de la planificación comercial con la estrategia corporativa y resolver adecuadamente los aspectos técnicos y operativos de la actuación comercial diaria. La propuesta de sistematización de la función comercial desarrollada en este libro aborda ambos aspectos a través del diseño de un modelo de gestión comercial donde se integran y estructuran todos los elementos críticos que configuran y caracterizan el funcionamiento en este ámbito de la gestión empresarial.

2+2 estratégicamente 6 Ma Carmen Martínez Guillén, 2006-10-17 En esta obra se analizan de forma clara y sistemática a la vez que prácticos los elementos que hacen del marketing una técnica de gestión empresarial ligada a los mercados cada vez más competitivos y abiertos. Los profesionales de esta actividad hallarán una guía que les permita trabajar con una visión empresarial procedente del marketing que les permita convertir la comunicación en una ventaja estratégica de su negocio. Se trata en definitiva de un manual concreto y amplio a la vez que permite unificar dos ámbitos estrechamente unidos: el marketing analítico y estratégico y las actividades comerciales que se han de llevar a cabo en cualquier organización.

INDICE RESUMIDO Determinantes del

marketing Conceptos y estrategia del marketing El mercado El consumidor La competencia Segmentación del mercado Política del producto Eliminación creación y modificación del producto El posicionamiento del producto La marca y el producto Política de precios Política de comunicación Política de distribución Logística para la distribución comercial Esquema para la elaboración de un plan de marketing Estudios de mercado Merchandising

Gestión de precios Enrique Carlos Díez de Castro, Isabel Ma Rosa Díaz, 2008-10-27 Propone un modelo normativo orientado hacia cómo debe establecerse el precio de los productos o servicios ofrecidos por una organización pero no olvida en ningún momento el enfoque positivo es decir lo que es o se hace actualmente en la realidad empresarial A lo largo de esta obra se desarrollan los siguientes temas la conceptualización y tipos de precios el precio como variable de marketing la importancia del precio análisis de los factores determinantes de un precio coste completo precios aceptables alineación de precios método del valor percibido etc objetivos de la política de precios y decisiones estratégica de precios Se abordan los precios desde una perspectiva general pretendiendo que la obra sirva de modelo para la fijación de precios para todo tipo de producto o servicio La finalidad es conseguir un doble objetivo desde una orientación profesional que cualquier responsable en el ámbito empresarial encuentre las respuestas a todos los interrogantes que se le susciten sobre cómo fijar un precio y desde una orientación académica que sirva como instrumento docente para profesores y alumnos de grado masters o cursos especializados de gestión empresarial y marketing Los autores Enrique C D íez de Castro es doctor en C EE y Empresariales premio extraordinario de Licenciatura Catedrático de la Universidad de Sevilla Su actividad como escritor es prolífica doce libros 25 artículos en revistas científicas nacionales e internacionales y 30 ponencias presentadas en congresos Isabel M Rosa Díaz es doctora en Administración y Dirección de Empresas Profesora en la misma universidad Autora de artículos publicados en revistas prestigiosas y miembro de varios grupos de investigación y asociaciones científicas internacionales NDICE Introducción Proceso de fijación de precios El coste La demanda I la elasticidad demanda precio La demanda II la percepción y el conocimiento de los precios La demanda III precios de referencia e intervalos de precios aceptables La demanda IV la relación calidad precio Métodos de fijación de precios basados en la demanda La competencia Objetivos de la política de precios Estrategias de precios Fijación de precios internacionales Bibliografía

Estrategias de marketing. De la teoría a la práctica José Luis Munuera Alemán, 2006 Brevedad y originalidad son dos rasgos que definen los casos que contiene este libro Inicialmente concebido como una alternativa a los libros de casos genéricos intenta también rellenar el hueco existente en el panorama de casos reales en los libros de marketing españoles En l se presentan diecisiete situaciones empresariales específicas a las que se enfrentan los directivos con extremada frecuencia Los casos confeccionados por veintiocho expertos profesores y directivos con una amplia experiencia docente y profesional en el campo de las estrategias de marketing están destinados a todos aquellos que quieren saber sobre la empresa lo que sus directivos saben Por ello en su contenido se prima la información original obtenida de la empresa La diversidad de casos elegidos la amplitud de temas tratados y la presencia de diferentes

enfoques junto con el nivel de elaboración de la información que se aporta permiten su uso en innumerables situaciones empresariales Por ejemplo tras su lectura usted tendrá todos los detalles sobre cómo formalizar y organizar el proceso de desarrollo de un nuevo producto exitoso INDALUX O cómo innovar en servicios HOTELES SENATOR Cmo y por qué eliminar un producto que hoy funciona adecuadamente de la cartera de la empresa LO MONACO Dnde abrir una nueva fábrica en el exterior PL STICOS DUREX Cmo abordar rentablemente el segmento de los inmigrantes SOLBANK Por qué es necesario y qué procedimiento es el adecuado para crear una nueva marca MURCIA TIERRADENTRO Por qué posicionar el mismo producto de diferentes formas para diferentes segmentos CIUDAD ARTES Y CIENCIAS Cmo afrontar con éxito el crecimiento en un mercado maduro ING e incluso en decrecimiento SANITAS Cmo enfocar el reto de la globalización de los mercados CARREFOUR Los métodos de enseñanza centrados básicamente en el trabajo del profesor en el aula pierden importancia en el panorama educativo que se espera tras el proceso de convergencia europea de la educación universitaria Nos movemos hacia una enseñanza que propugna el aprendizaje de habilidades y competencias a través de la actividad autónoma del estudiante Este libro constituye una útil y eficaz herramienta para afrontar esta nueva forma de enseñanza

Ud6. Política de precio II (PM) Juan Antonio Fernández Martínez, **Ud5. Política de precio I (PM)** Juan Antonio Fernández Martínez, *Política de precios* Equipo Vértice, 2008 Este manual sobre política de precios proporcionar los conocimientos sobre el concepto y la clasificación del producto y las políticas y estrategias a seguir distinguiendo entre creación modificación y eliminación de producto Permite analizar la importancia de la fijación del precio de un producto sobre la consecución de objetivos de la empresa identificando los elementos claves en la determinación de la política de precios NDICE Tema 1 Política de precios I 1 1 Introducci n 1 2 Lineas básicas para la fijaci n de precios 1 3 Fases de la fijaci n de precios 1 4 Estrategias de fijaci n de precios 1 5 Intercambio de productos Tema 2 Política de precios II 2 1 Adaptaci n del precio 2 2 Reducci n y aumento de precios 2 3 Reacciones ante los cambios de precio 2 4 Negociaci n de precios Principios de Política Económica. Ejercicios de Test y Cuestiones Resueltas. Josefa E. Fernández Arufe, 2006-02 **Economía Política** Edmund S. Phelps, 1986-09 Este manual ofrece la visión de un autor activamente implicado en los avances de la ciencia económica del siglo XX No subordina el fondo de las ideas económicas al aspecto puramente formal técnico de la economía Se centra en la economía política por entender que la vitalidad de la ciencia económica se sustenta de las cuestiones de interés político y que el desarrollo profesional de los economistas depende de su capacidad de arrojar luz sobre los problemas que plantean las cuestiones políticas **Estrategias y Tácticas para la Fijación de Precios** Thomas T. Nagle, Reed K. Holden, 1998-07 Es correcto preguntarse cuánto está dispuesto a pagar el cliente para determinar el valor de un producto Sabe calcular hasta qué costo incurrir para igualmente obtener un beneficio Encuentre en este libro las respuestas y los ejemplos que garantizarán un desarrollo rentable Para alcanzar una rentabilidad superior y sostenible la fijación de precios no debe ser una simple ocurrencia tardía Debe ser parte integral de la estrategia aseguran Thomas Nagle y Reed Holden Y lo demuestran en su última

obra Estrategia y tcticas para la fijacin de precios En ella los docentes de la Universidad de Boston desglosan los elementos que componen el marketing producto promocin distribucin y fijacin de precio para hacer hincapi en el ltimo Segn demostrarn si los primeros tres plantan la semilla del xito comercial ese representa la cosecha Finalmente el lector comprender cmo afectan los costos a la fijacin de precios cmo integrar los elementos de la rentabilidad y cmo capturar la totalidad del valor a travs de la segmentacin del importe Adems podr desarrollar modelos para lograr anticipar el comportamiento de compra y determinar las restricciones sobre la maximizacin de los beneficios Mediante frmulas y ejemplos de procedimiento Nagle y Holden exponen la verdadera virtud de su razonamiento correctamente utilizado puede adems de evitar futuros fracasos sealar el camino hacia un xito rentable **Los secretos del merchandising activo o Cómo ser el número 1 en el punto de venta** Henrik Salén,1994 INDICE El nuevo contexto de la distribuci n comercial El merchandising definici n El consumidor y el merchandising El merchandising sus hombres sus estructuras El merchandiser hombre clave El surtido activo El producto adecuado La tienda teatro Gestin del lineal y rentabilidad Ejemplos pr cticos y perspectivas **Informe sobre políticas económicas y el sector agropecuario. Versión Final , La política del desarrollo mexicano** Roger D. Hansen,1998 El llamado milagro mexicano se caracteriz por un crecimiento sostenido de la econom a que sin embargo no logr reducir la desigualdad de ingresos La estrategia del desarrollo se tradujo en hacer m s ricos a los ricos y m s pobres a los pobres disminuir el paso de la reforma agraria y controlar estrictamente las actividades sindicales El estudio abarca de mediados de los a os treinta a principios de los setenta por lo que resulta indispensable para entender la crisis del presente

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