

PUBLICIDAD COMPARATIVA



¿QUÉ ES?

Estrategia de marketing en la que una marca compara sus productos o servicios directamente con los de la competencia. El objetivo es destacar las ventajas o beneficios de la propia oferta en relación con la de otros, enfatizando aspectos como calidad, precio, características o rendimiento.



HISTORIA

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**Ignacio Rodríguez del Bosque, Ana
Suárez Vázquez, María del Mar García
de los Salmones**

Publicidad Comparativa La:

1001 trucos publicitarios Luc Dupont, 2004-11 Resumen Cincuenta maneras de ubicar su producto Los titulares Lenguaje publicitario Tipografía publicitaria Color en los anuncios *La publicidad comparativa* Anxo Tato Plaza, 1996-01-01 **1.001 trucos publicitarios** Luc Dupont, 2004 Practical and creative this manual teaches how to create advertisements that sell Práctico y creativo este manual enseña cómo crear anuncios que vendan Temas de propiedad industrial María Luisa Llobregat Hurtado, 2008 **Dirección publicitaria** Ignacio Rodríguez del Bosque, Ana Suárez Vázquez, María del Mar García de los Salmones, 2011-04-12 Una buena publicidad requiere elevadas dosis de profesionalidad y creatividad que deben ponerse de manifiesto en todas las etapas del proceso El presente libro nos acerca a este complejo mundo de la publicidad combinando el rigor teórico en la explicación de los diversos conceptos con casos prácticos ilustrativos de la realidad Incluye web www.editorialuoc.com/direccionpublicitaria *Marketing competitivo* John O'Shaughnessy, 1991 INDICE La naturaleza del marketing Nivel estratégico de la planificación de marketing Planificación de marketing y formulación de estrategias Por qué compran los consumidores cómo eligen y qué influye en ellos Mercados segmentación y posicionamiento Estrategias competitivas La información la investigación de mercados y la gerencia de marketing Gestión del producto necesidades y políticas Estrategias del producto y desarrollo de productos nuevos Comunicación persuasiva El presupuesto y la evaluación de la publicidad Gestión de ventas Precios Estrategias de los canales de distribución etc

Colección Códigos La Ley. Fondo Editorial Código Comercio 2007 España, 2007 **El contrato de mediación o corretaje** Laura Gázquez Serrano, 2007 **Nuevas aportaciones sobre Derecho de marcas y Derecho concursal** Ortuño Baeza, M^a Teresa, 2010-01-07 Varias han sido las modificaciones que en los últimos años han afectado al régimen jurídico del contrato de licencia de marca El punto de partida de las mismas viene dado por la aprobación de la Ley 17/2001 de 7 de diciembre de marcas esta no se ha limitado a corregir las discrepancias con la primera Directiva de Marcas sino que recoge además una regulación más completa de esta figura si bien no por ello exenta de problemática También se abordan en este trabajo otras modificaciones introducidas por esta LM tales como la ampliación del ius prohibendi o la regulación de las marcas renombradas que tienen una incidencia directa en la determinación del ámbito de protección de la marca y por ende en la delimitación de este contrato frente a otras figuras Es precisamente en este aspecto donde cobra relevancia la reciente doctrina del TJCE en temas como la licitud de la utilización de la marca ajena en publicidad comparativa o las limitaciones al derecho de marca Especial importancia reviste por otra parte la incidencia que sobre el régimen de la extinción del contrato ha tenido la aprobación de la Ley Concursal La existencia de un nuevo tratamiento de la insolvencia modifica sustancialmente los planteamientos tenidos en cuenta hasta ese momento para la consideración de estas situaciones como posible causa de extinción del contrato De ahí que bajo el complejo prisma de las especiales características de este contrato se preste una atención específica al análisis de las consecuencias de la declaración de concurso de alguna de las partes y en particular a la

regla general prevista en la LC respecto de la continuidad de los contratos al tratamiento del incumplimiento contractual en situaciones de concurso as como al cambio introducido respecto de las cl usulas resolutorias vinculadas al concurso

La promoción de medicamentos dirigida a profesionales sanitarios García Vidal, Ángel, 2013-01-01 La promoci n de los medicamentos por parte de los laboratorios farmac uticos tiene como destinatarios principales a los profesionales que pueden prescribirlos y dispensarlos Esta actividad promocional ha dado lugar a una amplia y compleja normativa reguladora tanto en el mbito de la Uni n Europea como en los ordenamientos de los Estados miembros adem s de a un extenso conjunto de disposiciones de autorregulaci n aprobadas por la propia industria farmac utica La presente obra tiene por objeto el estudio de toda esta normativa en relaci n con los medicamentos de uso humano y desde el punto de vista del Derecho mercantil Tras identificar la normativa publicitaria especial en materia de promoci n de medicamentos se examina el mbito de aplicaci n de esta normativa para lo cual se delimitan los conceptos de medicamento y de publicidad as como la figura de los profesionales sanitarios facultados para prescribir y dispensar medicamentos Acto seguido se analiza con detenimiento la prohibici n de hacer publicidad de medicamentos que no hayan obtenido la autorizaci n de comercializaci n las consecuencias del principio de objetividad y la prohibici n de publicidad enga osa Posteriormente se examina la obligaci n de incluir informaci n sobre los f rmacos promocionados el uso de informes y estudios cient ficos en la publicidad la publicidad por medio de visitantes y la prohibici n de promocionar medicamentos por medio de incentivos primas y ventajas En el estudio de todos estos problemas de innegable trascendencia pr ctica el autor realiza un exhaustivo an lisis de la jurisprudencia comunitaria nacional y comparada as como de las resoluciones del Jurado de Autocontrol

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