

Réinventer la croissance

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<u>Magic Marketing Reacuteinventer La Croissance</u> <u>Strateacutegies Et Management</u>

Philippe Villemus

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Magic marketing! Philippe Villemus,2014-07-02 Le marketing classique qui ne parvient plus assurer la croissance des entreprises est mort Ce livre dresse les principes d actions d un nouveau marketing magique plus ambitieux et original qui cr e communique et fournit de la valeur des cibles en r alisant du profit et en respectant la plan te les personnes et l thique Dans un monde en plein basculement technologique social et culturel les entreprises doivent plus que jamais se focaliser sur l originalit conqu rante l anticipation et l invention des concepts de demain Elles doivent valoriser l enchantement par la communaut de marque la cr ation de juste valeur la confiance sur le Net l intimit client et l innovation ouverte et collective En s appuyant sur de tr s nombreux exemples ce livre invite tous les dirigeants et managers pas seulement les marketeurs ou directeurs g n raux ainsi que les enseignants et consultants changer les modes de pens e l organisation et les profi ls de ceux qui ont la charge de faire cro tre les entreprises Un livre percutant solidement argument et indispensable ceux qui r vent de croissance

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