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marketing international - un consommateur local dans un monde global

By Croue, Charles

DE BOECK SUPERIEUR, 2015. Paperback. Condition: NEUF. Le XXIe siècle hérite de profonds bouleversements géostratégiques. Ce nouveau siècle s'engage sur une crise mondiale sévère qui met à mal les économies des pays développés et émergents. En 2050, nous serons 10 milliards de consommateurs et le marketing devra se réinventer pour faire face à des attentes toujours plus variées et plus fortes. Les décideurs marketing devront emprunter un discours plus responsable et plus honnête car, au-delà des promesses, les consommateurs exigeront des actes et gare aux entreprises qui seront prises en délit de malhonnêteté commerciale. Aujourd'hui le client est acteur. Il compare et repère. Dans un univers mondialisé, de plus en plus ouvert et transparent, il est très informé et développe des qualités qui confinent à l'inquisition grâce aux réseaux sociaux. Le décideur marketing doit composer avec des attentes fortes où convergent qualité, authenticité et respect identitaire. La 7e édition de cet ouvrage, tournée vers la décision confrontée aux dimensions culturelles mais également vers les aspects opérationnels, intègre les nouveaux comportements liés au commerce sur internet. L'auteur a pris un soin particulier à approfondir les concepts fondamentaux et à actualiser les données statistiques. De nouveaux textes d'illustration permettent de mieux appréhender les aspects...



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