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Titolo	Aerospace Marketing Management : A Handbook for the Entire Value Chain // by Philippe Malaval, Christophe Bénaroya, Jonathan Aflalo
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ISBN	3-319-01354-8
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Descrizione fisica	1 online resource (600 p.)
Collana	Management for Professionals, , 2192-8096
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Soggetti	Marketing Aerospace engineering Astronautics Production management Transportation Project management Aerospace Technology and Astronautics Operations Management Project Management
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Formato	Materiale a stampa
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	1. Marketing in the aeronautics industry -- 2. The Individual and Organizational Purchase -- 3. Business Marketing Intelligence -- 4. Market Segmentation and Positioning -- 5. Marketing and Sales Action Plan -- 6. Innovation and Product Management -- 7. Marketing of Services -- 8. Pricing Policy -- 9. Selecting Distribution Channels and Sales Team Management -- 10. Project Marketing -- 11. Communication Policy -- 12. Selecting Media -- 13. Brand Management -- 14. Building Loyalty: Maintenance, Customer Training and Offsets -- 15. Alliance Strategies.
Sommario/riassunto	This book presents an overall picture of both B2B and B2C marketing strategies, concepts and tools, in the aeronautics sector. This is a significant update to an earlier book successfully published in the

nineties which was released in Europe, China, and the USA. It addresses the most recent trends such as Social Marketing and the internet, Customer Orientation, Project Marketing and Concurrent Engineering, Coopetition, and Extended Enterprise. Aerospace Marketing Management is the first marketing handbook richly illustrated with executive and expert inputs as well as examples from parts suppliers, aircraft builders, airlines, helicopter manufacturers, aeronautics service providers, airports, defence and military companies, and industrial integrators (tier-1, tier-2). This book is designed as a ready reference for professionals and graduates from both Engineering and Business Schools.
