

1. Record Nr.	UNINA9910464830303321
Autore	Randazzo Gary W.
Titolo	Developing successful marketing strategies / / Gary W. Randazzo
Pubbl/distr/stampa	New York, New York (222 East 46th Street, New York, NY 10017) : , : Business Expert Press, , 2014
ISBN	1-60649-961-0
Edizione	[First edition.]
Descrizione fisica	1 online resource (xv, 148 pages)
Collana	Marketing strategy collection, , 2150-9662
Disciplina	658.8
Soggetti	Marketing - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Part of: 2014 digital library.
Nota di bibliografia	Includes bibliographical references (page [143]) and index.
Nota di contenuto	Part I. Situation analysis -- 1. Industry and market -- 2. Legal and technological changes -- 3. Defining the target market approach -- 4. Customer jobs to be done -- 5. Customer segmentation -- 6. Challenges faced: internal and external -- Part II. Vision and mission drive strategy, then tactics -- 7. The vision driven strategy -- 8. Product -- 9. Promotion -- 10. Pricing -- 11. Place -- Part III. Implementation -- 12. A process for execution management -- 13. Organizational structure -- 14. Workforce -- 15. Financial structure and controls -- 16. Putting it all together -- Conclusion -- References -- Index.
Sommario/riassunto	Uses real market examples to demonstrate the development of effective marketing strategies. The approach uses an organization's mission and vision statements to guide the development of marketing goals, strategies, and tactics. Central to the development of marketing strategy is the use of the marketing mix of price, place, product, and promotion. The book neatly weaves the process of developing a marketing strategy with the use of the marketing mix. Throughout the book examples are given to clarify the theories and guide the reader through the strategic marketing planning process. Managers and executives will use this book as a guide to grow an established business or start a new one. The book can be used as a reference book for unique marketing challenges as well.

2. Record Nr.	UNINA9910777403903321
Autore	Sirias Silvio
Titolo	Julia Alvarez : a critical companion / / Silvio Sirias
Pubbl/distr/stampa	Westport, Conn., : Greenwood Press, 2001 Westport, Conn. : , : Greenwood Press, , 2001
ISBN	1-4294-7542-0
Descrizione fisica	1 online resource (xi, 162 pages)
Collana	Critical companions to popular contemporary writers, , 1082-4979
Disciplina	818/.5409
Soggetti	Women and literature - United States - History - 20th century Dominican Americans in literature Dominican Republic In literature
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [151]-156) and index.
Nota di contenuto	""Contents""; ""Series Foreword""; ""Acknowledgments""; ""The Life of Julia Alvarez""; ""The Latino Novel""; ""How the Garcia Girls Lost Their Accents""; ""In the Time of the Butterflies""; ""Yo!""; ""In the Name of Salome""; ""Bibliography""; ""Index""
Sommario/riassunto	Provides an introduction to the life and works of Dominican American writer Julia Alvarez and examines the thematic and cultural concerns that run through her novels.