

1. Record Nr.	UNISA990002245440203316
Autore	LATOUCHE, Serge
Titolo	Epistemologie et economie : essai sur une anthropologie sociale Freudo-Marxiste / Serge Latouche
Pubbl/distr/stampa	Paris : Anthropos, 1973
Descrizione fisica	584 p. ; 21 cm
Disciplina	330.1
Collocazione	330.1 LAT 1 (IEP VIII 621)
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910298544103321
Autore	Malaval Philippe
Titolo	Aerospace Marketing Management : A Handbook for the Entire Value Chain / / by Philippe Malaval, Christophe Bénaroya, Jonathan Aflalo
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2014
ISBN	3-319-01354-8
Edizione	[1st ed. 2014.]
Descrizione fisica	1 online resource (600 p.)
Collana	Management for Professionals, , 2192-8096
Disciplina	629.1 629.10688
Soggetti	Marketing Aerospace engineering Astronautics Production management Transportation Project management Aerospace Technology and Astronautics Operations Management Project Management
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 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 Con current 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.