

Marketing. Conceptos y aplicaciones (Spanish Edition)

Mauricio Ortíz



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De manera dinámica y sencilla, mezclando teoría y práctica, se presenta cuál es el rol del marketing en las organizaciones contemporáneas, su papel en el mercado, y la vinculación con los deseos y necesidades con los compradores, consumidores y clientes para desarrollar productos y servicios que los satisfagan y contribuyan con la rentabilidad de la empresa. Pues ilustra alternativas y posibles soluciones a las situaciones a las que día a día se enfrentan quienes se están preparando para desempeñarse en el mundo empresarial o ya están involucrados en este como empresarios emprendedores.

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