

Marketing Des Services

Pourquoi developper une demarche marketing particuliere lorsqu'il s'agit des services ? Quelles sont les caracteristiques d'un marketing applique aux services ?

Intangibilite de l'offre, roles du prestataire et du client, fonction d'usager, promesse de service... Parce qu'il engage le prestataire au-dela de la transaction avec son client, le marketing des services mobilise des outils specifiques (blueprint, parcours client, script), adapte fortement des concepts traditionnels (produit, prix, distribution, communication, force de vente et fidelisation), et applique des notions manageriales recentes (interactions, experiences gratifiantes, engagement et co-creation). Avant tout centre sur la relation avec le client et la valorisation de son experience du service, ce marketing integre de plus en plus l'usager au processus de creation du service.

Illustre de nombreux cas (Abercrombie & Fitch, Starbucks, La Poste, SNCF, Bouygues Telecom...), a jour des connaissances les plus recentes, ce livre propose une demarche marketing complete, de la conception de l'offre de services jusqu'a leur mise en oeuvre et leur promotion.

Marketing Des Services por Patrick Gabriel, Ronan Divard, Marine Le Gall-Ely. El libro publicado por Dunod.. Regístrate ahora para tener acceso a miles de libros disponibles para su descarga gratuita. El registro fue libre.



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