



Introducción al Marketing Estratégico (Spanish Edition)

Manuel Villacorta Tilve

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Con esta obra, el autor pretende desarrollar una sencilla guía para aquellas personas que por diversas razones han de trabajar o realizar alguna actividad relacionada con el marketing. En este sentido, el lector no encontrará un tratado exhaustivo sobre mercadotecnia, sino un manual práctico y generalista con un doble objetivo. Por una parte facilitar de una manera sucinta a quienes se adentran por vez primera en este apasionante mundo, la comprensión de los principales conceptos y herramientas de análisis de la disciplina. Por otra, condensar dichos conceptos y herramientas en un único espacio, de manera tal que los interesados puedan acceder rápidamente a los mismos, y disponer de una base para consultar fuentes de información más concretas y desarrolladas.

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