



Mercadotecnia (La biblioteca del éxito) (Spanish Edition)

Brian Tracy

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Mercadotecnia

El éxito o el fracaso de tu negocio depende del suceso o del fracaso de tus esfuerzos de mercadotecnia. Si puedes identificar lo que tus clientes quieren, necesitan, y pueden costear—y se los das—entonces obtendrás resultados asombrosos. Lleno de la sabiduría característica de Brian Tracy, esta guía indispensable contiene 21 ideas poderosas que puedes usar inmediatamente para mejorar tus resultados estratégicos de mercadotecnia.

Lleno de estrategias de mercadotecnia comprobadas, este libro práctico y portable muestra cómo superar a la competencia, incrementar las ventas y la rentabilidad, y dominar el mercado nicho.

Descubrirás como:

- Construir la base de clientes
- Diferenciarte de la competencia
- Responder a tres preguntas cruciales acerca de los nuevos productos o servicios
- Usar estudios de mercado y grupos focales para impulsar mejores decisiones.
- Llenar una necesidad emocional básica para los compradores
- Determinar el mejor rango de precios
- Enfocar tus esfuerzos completamente en el cliente
- Aprovechar mejor tus canales de distribución
- Dominar los conceptos de especialización, diferenciación, segmentación, and concentración;
- Proporcionar a los clientes una razón para dejar de ser clientes de tus competidores y ser clientes tuyos
- Y más.



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