

Baixar Livros Gratuitos Planejamento De Trademarketing (PDF|ePub|Mobi|Mp3|Txt) Rubens Sant'Anna Amor



Baixar livros gratuitos Planejamento de Trademarketing (PDF|ePub|Mobi|Mp3|Txt) Rubens Sant'Anna amor, Sem Trade Marketing, não se vende mais. Essa constatação se faz cada vez mais presente no dia a dia de empresas dos setores varejistas e industriais. O ponto de venda, arena competitiva na qual a decisão de compra acontece, é a última fronteira a ser superada em busca da preferência do shopper. O excesso de informações e de produtos semelhantes disponíveis no mercado, em vez de possibilitar liberdade de escolha, confunde e leva a decisão para o fator preço. Sem valor percebido, margens são comprometidas e marcas afundam na comoditização. A solução esperada deveria surgir de um alinhamento dos setores de marketing e vendas, porém isso está longe de acontecer. Cada setor trabalha de acordo com seus próprios interesses, criando um limbo nas empresas. Preencher esse espaço e levar as empresas à conquista do canal de venda é a missão do Trade Marketing, uma das áreas que mais crescem no Brasil. Mas como implementar o Trade Marketing? Quais etapas devem ser seguidas visando a elaboração de um planejamento para o setor? Quais

resultados são esperados e como medi-los? Responder essas perguntas, contextualizando-as com as particularidades do mercado brasileiro, é o objetivo do livro, leitura imprescindível para gestores varejistas e de indústrias de bens de consumo. Cedo ou tarde, suas empresas deverão implementar o Trade Marketing. Essa publicação é o guia definitivo que irá nortear esse processo inevitável.

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