

Investigación De Mercados En Un Ambiente De Información Digital

Águeda Esteban Talaya, Arturo Molina Collado

Investigación de mercados Ecoe Ediciones, 2019-01-01 El departamento comercial en cualquier organización desempeña funciones de gran importancia para el correcto desarrollo de la compañía, del cual depende la adquisición y mantenimiento de los clientes que aportarán el dinero necesario para hacer frente a las distintas obligaciones. Por tanto, las ocupaciones del equipo comercial se han ampliado a tareas La investigación de mercados para el marketing es una herramienta poderosa para la toma de decisiones en las organizaciones. En su evolución ha estado permeada por múltiples disciplinas desde las ciencias administrativas hasta las ciencias sociales, lo que la ha dotado de un conjunto de saberes, técnicas, modelos de análisis y metodologías, con base en las problemáticas propias del escenario de consumo y de mercados del siglo XXI. En la primera sección se abordan las bases históricas, epistemológicas, metodológicas y éticas que han dado sentido y reconocimiento a la investigación de mercados. La segunda sección profundiza en las recientes tendencias de investigación de mercados, asociadas con el neuromarketing y el coolhunting, las cuales están dando la pauta para perfilar y comprender mejor a los consumidores. La tercera se enfoca en las orientaciones estratégicas, sustentadas desde la inteligencia de mercados y la investigación estratégica en los ámbitos local e internacional. Dirigido a estudiantes y profesionales de las áreas de mercadeo, administración de empresas, publicidad y afines.

Investigación de mercados Joseph F. Hair Jr., 2014

Marketing Research Joseph F. Hair, Robert P. Bush, David J. Ortinau, 2003

Hacia un plan de mercadeo para unidades de información Téllez Tolosa, Luis Roberto, Vallejo Sierra, Ruth Helena, 2012-09-07 Esta guía pretende mostrar de manera práctica y contextualizada la metodología de aplicación de las herramientas propias del mercadeo a las unidades de información, entendiendo por estas las bibliotecas, los archivos, los museos, los centros de documentación y los centros de referencia que requieren realizar planes estratégicos para garantizar una mayor eficiencia en el manejo de los recursos y consolidarlas como organizaciones orientadas hacia el futuro en función de sus clientes/usuarios. Para ello se consideró indispensable enmarcar conceptualmente el mercadeo en las unidades de información, buscando precisar cuál es su importancia y la necesidad de ser implementado, pero, sobre todo, generando un

fundamento teórico con el cual las personas responsables de un servicio o de una unidad de información se deben familiarizar. Cualquier proceso de planeación estratégica, como lo es un plan de mercadeo, indudablemente responde a esquemas de cierta manera obvios en cualquier proceso de planeación, como identificar y caracterizar cuál es la situación actual y qué es lo que se quiere o a dónde se intenta llegar. El capítulo correspondiente pretende presentar algunas herramientas e instrumentos de fácil aplicación que permitan conocer tanto el entorno interno como externo dentro del cual se desenvuelve la unidad de información.

Hacia un plan de mercadeo para unidades de información Luis Roberto Téllez, Ruth Helena Vallejo, 2012-01-01 Esta guía pretende mostrar de manera práctica y contextualizada la metodología de aplicación de las herramientas propias del mercadeo a las unidades de información, entendiendo por estas las bibliotecas, los archivos, los museos, los centros de documentación y los centros de referencia que requieren realizar planes estratégicos para garantizar una mayor eficiencia en el manejo de los recursos y consolidarlas como organizaciones orientadas hacia el futuro en función de sus clientes/usuarios. Para ello se consideró indispensable enmarcar conceptualmente el mercadeo en las unidades de información, buscando precisar cuál es su importancia y la necesidad de ser implementado, pero, sobre todo, generando un fundamento teórico con el cual las personas responsables de un servicio o de una unidad de información se deben familiarizar. Cualquier proceso de planeación estratégica, como lo es un plan de mercadeo, indudablemente responde a esquemas de cierta manera obvios en cualquier proceso de planeación, como identificar y caracterizar cuál es la situación actual y qué es lo que se quiere o a dónde se intenta llegar. El capítulo correspondiente pretende presentar algunas herramientas e instrumentos de fácil aplicación que permitan conocer tanto el entorno interno como externo dentro del cual se desenvuelve la unidad de información.

Investigación de mercados Joseph F. Hair (Jr), 2010

¿Cómo elaborar un plan de comunicación corporativa? Estanyol Casals, Elisenda (coord.), 2017-02-20 Con este libro obtendrás una radiografía fiel de los campos de actuación que asumen tanto los departamentos internos de relaciones públicas como las consultoras de comunicación externas; conocerás las competencias de un profesional del sector, y aprenderás los elementos que contiene un plan de comunicación corporativa.

Investigación de mercados en entornos digitales y convencionales Silvia Villaverde Hernando, Abel Monfort de Bedoya, María Jesús Merino Sanz, 2020-09-15 A través de estas páginas, se pretende exponer la investigación de mercados como una profesión basada en la búsqueda de información y tendencias, la gestión del conocimiento y la toma de decisiones. Una profesión apasionada, divertida y en continuo cambio, estrechamente ligada a otras disciplinas como marketing, ventas, experiencia de cliente, etc. La investigación de mercados también ha sido partícipe del cambio tecnológico y la digitalización, por lo que este manual aporta las nuevas técnicas y metodologías digitales que enriquecen y complementan a la investigación

tradicional. El libro va dirigido a estudiantes, profesionales de la docencia y del sector de investigación de mercados que quieran iniciar su conocimiento y experiencia en esta materia. Se divide en nueve capítulos, abordando en los dos primeros qué es y cómo se inicia una investigación de mercados. A continuación, se expone el desarrollo metodológico con especial dedicación al neuromarketing, para continuar con el diseño del cuestionario, muestreo y el análisis de la información. El último capítulo se destina a la elaboración de la presentación final o la ejecución de un cuadro de mandos.

Investigación de Mercados Águeda Esteban Talaya, Arturo Molina Collado, 2014-02-03 Las empresas son conscientes de la importancia que tiene analizar los continuos cambios en el comportamiento de los mercados, los consumidores y la competencia mediante la obtención de información interna y externa, y la aplicación de los métodos y técnicas de la investigación. Con vocación de presentar de forma clara, práctica y actual los aspectos fundamentales que permitan desarrollar estudios de mercado a todo tipo de organizaciones, se ha creado Investigación de Mercados. Esta obra realiza un recorrido desde el origen y la naturaleza de la investigación de mercados, los diversos diseños de investigación y las fuentes de información, mostrando las diferencias entre los métodos cualitativos y cuantitativos, la experimentación, los procedimientos para realizar los distintos tipos de muestreo, las escalas de medición y los cuestionarios, hasta la explicación de una selección de técnicas univariantes, bivariantes y multivariantes para el análisis de los datos, que son los principales temas que conforman Investigación de Mercados. Investigación de Mercados es fruto del trabajo de un conjunto de profesores universitarios que, con una dilatada experiencia, han sabido aunar en este libro las bases consensuadas del conocimiento de la investigación de mercados, junto con las aplicaciones y técnicas que utilizan las empresas e institutos de investigación, y de la realización de numerosos proyectos de investigación aplicados al estudio de la realidad actual. Autores: Águeda Esteban Talaya, Arturo Molina Collado, María del Carmen Alarcón del Amo, María Cordente Rodríguez, Miguel Ángel Gómez Borja, Juan José Blázquez Resino, Ángel Millán Campos, Estrella Díaz Sánchez y David Martín-Consuegra Navarro. Índice Introducción a la investigación de mercados.- Diseño de investigación y fuentes de información.- Investigación exploratoria: métodos cualitativos.- Investigación descriptiva: métodos cuantitativos.- Investigación causal: experimentación.- Procedimientos de muestreo y tamaño de la muestra.- Escalas y cuestionarios.- Técnicas de análisis de datos.

Investigación de mercados TRESPALACIOS GUTIERREZ, JUAN ANTONIO, VAZQUEZ CASIELLES, RODOLFO, DE LA BALLINA BALLINA, FRANCISCO JAVIER, SUÁREZ VÁZQUEZ, ANA, 2016-02-01 El desarrollo tecnológico en la recogida y tratamiento de la información plantea nuevos desafíos para los investigadores y directivos de marketing. El lector de esta obra comprenderá las ventajas que supone para el responsable de marketing disponer de información veraz, actualizada y capaz de ayudarlo en la toma de decisiones; todo ello tomando en consideración las diversas fuentes disponibles, entre las que destaca la investigación de mercados, que es el objeto esencial de este libro. El desarrollo de los capítulos tiene en cuenta el contexto en que se desenvuelven las organizaciones empresariales, la era del marketing digital. En este sentido,

además del papel de la información y el conocimiento en las decisiones comerciales, se incluye expresamente el contenido de la denominada inteligencia de marketing, que contempla la existencia y utilización de diversas bases de datos, internas y externas. En el libro se exponen y explican los métodos cualitativos y cuantitativos más utilizados, junto con las técnicas de análisis estadístico que permiten el tratamiento adecuado de la información obtenida. En todos los casos se ofrecen ejemplos concretos que aumentan la facilidad de comprensión y, sobre todo, la capacidad para su aplicación práctica. Esta obra será de utilidad tanto para los estudiosos de la materia en general como también para los profesionales de la dirección de marketing y, de manera especial para los estudiantes universitarios de los grados y postgrados relacionados con la administración y dirección de empresas, el marketing y la dirección comercial, así como de la gestión empresarial.

Marketing Conceptos y aplicaciones Silva, Harold,Juliao, David,Ortiz, Mauricio,Martinez, Domingo,González, Jaime,Giraldo, Mario,2014-09-04 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.

Unidad 4 - Creación de un pequeño comercio (Gestión de un pequeño comercio) Manuel José González Rodríguez, Unidad 4 - Creación de un pequeño comercio (Gestión de un pequeño comercio)

Market Your Way to Growth Philip Kotler,Milton Kotler,2012-12-18 Marketing guru Philip Kotler and global marketing strategist Milton Kotler show you how to survive rough economic waters With the developed world facing slow economic growth, successfully competing for a limited customer base means using creative and strategic marketing strategies. Market Your Way to Growth presents eight effective ways to grow in even the slowest economy. They include how to increase your market share, develop enthusiastic customers, build your brand, innovate, expand internationally, acquire other businesses, build a great reputation for social responsibility, and more. By engaging any of these pathways to growth, you can achieve growth rates that your competitors will envy. Proven business and marketing advice from leading names in the industry Written by Philip Kotler, the major exponent of planning through segmentation, targeting, and position followed by the 4 Ps of marketing and author of the books Marketing 3.0, Ten Deadly Marketing Sins, and Corporate Social Responsibility, among others Milton Kotler is Chairman and CEO of Kotler Marketing Group, headquartered in Washington, DC, author of A Clear-sighted View of Chinese Marketing, and a frequent contributor to the China business press

UF2119 - Planificación de la investigación de mercados Juan Dueñas Noguera,2015-06-19 La finalidad de esta Unidad Formativa es enseñar a colaborar en la delimitación de los niveles de información necesarios, obtener y preparar los

datos e información previa disponible de acuerdo con las especificaciones y criterios establecidos en el plan de investigación, detectar las necesidades de información no cubierta por fuentes de información previa disponible, y colaborar en la codificación del cuestionario y determinación de los criterios de contacto con los encuestados. Para ello, se analizará la planificación de la investigación de mercados, las técnicas de muestreo y el presupuesto y coste de la investigación de mercados.

Gestión de un pequeño comercio 2024 Manuel José González Rodríguez, La empresa La forma jurídica de la empresa Iniciativa emprendedora y plan de empresa Creación de un pequeño comercio Plan de inversiones de un establecimiento comercial Gestión económica y tesorería Obligaciones fiscales Documentos de compraventa y de cobro y pago La contabilidad en el establecimiento comercial Gestión de los recursos humanos La calidad del servicio al cliente Proyecto final: Creación y puesta en marcha de un pequeño comercio

Principles of Marketing Gary M. Armstrong, Stewart Adam, Sara Marion Denize, Michael Volkov, Philip Kotler, 2018 An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

Latin America on Its Path Into the Digital Age Martin R. Hilbert, 2001 This publication investigates the impact of modern information and communication technologies (ICTs) on Latin America. In analyzing the special characteristics of Latin America with regard to the integration of ICTs, the publication focuses on five main areas - access, regulatory framework, financing, education and the so-called soft factor.

Nativos digitales Gloria P Marciales Vivas, Fabiola Cabra Torres, Harold Castañeda Peña, Luis Bernardo Peña Borrero, Eduardo Mancipe Flechas, Nicolás Gualteros Trujillo, 2014-05-09 Los planteamientos recogidos en el libro parten de la investigación de un grupo interdisciplinario del Doctorado en Ciencias Sociales y Humanas de la Pontificia Universidad Javeriana sobre el significado de la transición del formato impreso al digital En particular, se centra en la población estudiantil que ha generado ciertas competencias de manejo de información

Informe mundial sobre la comunicación y la información, 1999-2000 M. Tawfik, 2000 El informe se centra en la relación entre las tecnologías de la información y la comunicación (TIC) y en algunas de sus circunstancias socioculturales. Se divide en tres partes : la primera de ellas trata de los procesos sociales y discute el impacto de las TIC sobre el desarrollo humano,

los medios de comunicación, la educación, la cultura y los servicios de información. La segunda ofrece una breve descripción de los desarrollos tecnológicos y más específicamente de los ocurridos en las propias TIC. La última parte comienza con una revisión de la situación mundial, seguida por capítulos referentes a los desarrollos en las principales regiones del mundo. 18.

Estrategias digitales para dominar el mercado Larry Downes, Chunka Mui, 1999-12 Recoge: Estrategia digital; Cómo diseñar una aplicación asesina; Cómo poner en marcha una aplicación asesina.

Adopting the Song of Expression: An Mental Symphony within **Investigacin De Mercados En Un Ambiente De Informacin Digital**

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