



Estratégia de marketing (Portuguese Edition)

Márcio Roberto Camarotto

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Em uma organização, as estratégias de marketing devem ser planejadas de maneira eficiente e precisam ser elaboradas por pessoas capacitadas, pois devem acompanhar as atualizações do mercado. Estratégia de Marketing é indispensável para quem deseja entender como se desenvolve o planejamento de marketing de uma empresa, através da abordagem de temas como a segmentação de mercado, o conceito de marketing, o posicionamento de mercado, entre outros assuntos relevantes.

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