

David A Aaker Administrao Estratgica De Mercado

Administração Estratégica de MercadoAdministração Estratégica de Mercado 9edPlanejamento e gestão estratégicaGestão EstratégicaThe Routledge Handbook of Hotel Chain ManagementGestão estratégica: conceitos, modelos e instrumentosGestão de portfólio e marcasMarketing and Smart TechnologiesRevista de administração de empresasDeveloping Business StrategiesOrganizações & sociedadeEstudosDiálogoSeminaAdministracao Estrategica de Mercado 7 Ed.Mexican Journal of Economics and FinanceRevista portuguesa e brasileira de gestãoRAMStrategic Market ManagementStrategic Market Management DAVID A. AAKER David A. Aaker Felipe Decourt Vítor da Conceição Gonçalves, Luís Mota de Castro, J. Augusto Felício Maya Ivanova Borges Gonçalves, Ana Paula José Luís Reis David A. Aaker David A. Aaker David A. Aaker David A. Aaker

Administração Estratégica de Mercado Administração Estratégica de Mercado 9ed Planejamento e gestão estratégica Gestão Estratégica The Routledge Handbook of Hotel Chain Management Gestão estratégica: conceitos, modelos e instrumentos Gestão de portfólio e marcas Marketing and Smart Technologies Revista de administração de empresas Developing Business Strategies Organizações & sociedade Estudos Diálogo Semina Administracao Estrategica de Mercado 7 Ed. Mexican Journal of Economics and Finance Revista portuguesa e brasileira de gestão RAM Strategic Market Management Strategic Market Management DAVID A. AAKER David A. Aaker Felipe Decourt Vítor da Conceição Gonçalves, Luís Mota de Castro, J. Augusto Felício Maya Ivanova Borges Gonçalves, Ana Paula José Luís Reis David A. Aaker David A. Aaker David A. Aaker David A. Aaker

temas abordados nesta obra estratégia empresarial introdução e visão geral análise estratégica análise externa e análise de cliente análise da concorrência análise de mercado e submercados análise ambiental e incerteza estratégica

análise interna criando adaptando e implementando estratégia criando vantagem sinergia e comprometimento versus oportunismo versus adaptabilidade proposições alternativas de valor construindo e administrando o valor da marca energizando os negócios alavancando os negócios criando novos negócios estratégias globais estabelecendo prioridades para negócios e marcas as opções de saída exploração e consolidação dos silos à sinergia explorando a organização

howard gardner o mestre da ciência cognitiva e criador da teoria das inteligências múltiplas é hoje um dos grandes gurus da administração nesta obra apoiado pelos resultados do projeto goodwork ele mostra como a motivação a cultura e as normas profissionais podem se cruzar produzindo um trabalho que é benéfico sob os aspectos pessoal econômico e social

este livro tem o objetivo de ajudar os atuais e futuros empreendedores e gestores a formular um planejamento estratégico formal organizado e rastreável apresenta os conceitos básicos importantes e diversas ferramentas de análise ambiental que no processo de discussão e de reuniões estratégicas servirão como fomentadores de ideias de observações conclusões e decisões as quais dificilmente seriam tomadas se o processo formal não fosse organizado sua proposta é ser um agente facilitador na geração de ideias e discussões dentro da empresa ajudando o surgimento e a visualização das novas oportunidades a serem aproveitadas e das antigas a serem abandonadas

a leitura deste volume será útil para todos aqueles que busquem inteirar se de temas que atualmente preocupam os investigadores de gestão estratégica e que desejam obter uma revisão atual e razoavelmente sucinta da literatura relevante assim valorizou se a perspectiva comportamental da qual se releva a aprendizagem organizacional e a perspectiva contingencial segundo a qual um dado fenômeno ou efeito é em geral determinado por um número de causas ou fatores identificáveis e em muitos casos direta ou indiretamente verificáveis ou mensuráveis parte i aspetos comportamentais em gestão estratégica parte ii análise contingencial da ação estratégica parte iii implementação e controlo de estratégias

understanding the global hotel business is not possible without paying specific attention to hotel chain management and dynamics chains are big business approximately 80 percent of hotels currently being constructed around the world are chain affiliated and in 2014 the five largest brands held over a one million rooms the high economic importance of the hotel chains and their global presence justifies the academic research in the field however despite this there is no uniform coverage in the current body of literature this handbook aids in filling the gap by exploring and critically evaluates the debates issues and controversies of all aspects of hotel chains from their nature fundamentals of existence and operation expansion strategic and operational aspects of their activities and geographical presence it brings together leading specialists from range of disciplinary backgrounds and regions to provide state of the art theoretical reflection and empirical research on current issues and future debates each of the five inter related section explores and evaluates issues that are of extreme importance to hotel chain management focusing on theoretical issues the expansion of hotel chains strategic and operational issues the view point of the individual affiliated hotel and finally the current and future debates in the theory and practice of hotel chain management arising from globalisation demographic trends sustainability and new technology development it provides an invaluable resource for all those with an interest in hotel management hospitality tourism and business encouraging dialogue across disciplinary boundaries and areas of study this is essential reading for students researchers and academics of hospitality as well as those of tourism marketing business and events management

em gestão de portfólio e marcas abordaremos o universo das marcas desde seu desenvolvimento e fortalecimento até aspectos relacionados a suas estratégias de expansão para tanto proporcionaremos o conhecimento tático e estratégico das etapas de construção e expansão de uma marca no que se refere a decisões de extensão de marcas linhas multimarcas e novas marcas discutiremos também os diversos tipos de caminho para o desenvolvimento de marcas tais como personificação e narrativa além de estratégias de marca própria e licenciamento apresentaremos ainda os conceitos de essência e brand equity contribuindo para uma visão profunda dos limites e das potencialidades de uma marca dessa

forma ao longo de gestão de portfólio e marcas traçaremos um panorama completo dos aspectos que compõem as decisões de identidade e arquitetura de uma marca dentro de uma organização

this book includes selected papers presented at the international conference on marketing and technologies icmarktech 2022 held at universidade de santiago de compostela spain during december 13 2022 it covers up to date cutting edge research on artificial intelligence applied in marketing virtual and augmented reality in marketing business intelligence databases and marketing data mining and big data marketing data science web marketing e commerce and v commerce social media and networking geomarketing and iot marketing automation and inbound marketing machine learning applied to marketing customer data management and crm and neuromarketing technologies

unquestionably the most comprehensive treatment available on the subject i found this book unique in its capacity to benefit executives planning staff and students of strategy alike robert l joss dean of the graduate school of business stanford university a successful business strategy enables managers to provide organizational vision monitor and understand a dynamic business environment generate creative strategic options in response to environmental changes and base every business effort on sustainable competitive advantages developing business strategies provides the knowledge and understanding needed to generate and implement such a strategy this fully revised and updated edition of david aaker s highly influential strategic manual offers copious new information on important emerging business topics numerous new and revised sections cover such critical areas as the big idea knowledge management the customer as an active partner creative thinking distinguishing fads from trends forecasting technologies alliances design as strategy downstream business models and more other important new features of this comprehensive guide include a new chapter on strategic positioning many new illustrative examples from b to b high tech and the internet increased focus on global leadership and global brand management using the internet to develop and support business strategies for managers who need to develop and implement effective responsive business strategies that keep the organization competitive through changing business conditions developing

business strategies sixth edition is the way to go

neste livro aaker aborda o desenvolvimento da estratégia de um ponto de vista externo orientado por uma análise estruturada de consumidores competidores tendências do mercado e do ambiente em que a empresa atua

unquestionably the most comprehensive treatment available on the subject i found this book unique in its capacity to benefit executives planning staff and students of strategy alike robert l joss dean of the graduate school of business stanford university the leading authority now revised completely revised and updated david aaker's authoritative book approaches strategy development from an external perspective driven by a structured analysis of customers competitors market trends and the broader environment it shows how to build on strategic analysis to create business strategies that will be relevant and compelling to customers sustainable to competitive attack and draw on assets and competencies of the organization additional topics such as strategic investment strategic positioning growth options global strategies and organization building provide guidance to strategists highlights of this seventh edition include seven new cases include the energy bar industry competing against wal mart xerox the early years hobart dove intel and samsung electronics new discussion questions more than 65 in all make the text an even more valuable classroom tool new and revised coverage of such timely topics as emerging submarkets and the relevance challenge the distinction between fads and trends disruptive vs sustaining innovation and more an emphasis on creating customer oriented business strategies with a value proposition that is relevant meaningful and sustainable

the text is a european adaptation of our current us book strategic market management 9th edition by david aaker this new edition is a mainstream text suitable for all business students studying strategy and marketing courses strategic market management global perspectives is motivated by the strategic challenges created by the dynamic nature of markets the premise is that all traditional strategic management tools either do not apply or need to be adapted to a more dynamic context the unique aspects of the book are its inclusion of a business strategy definition that includes product market scope value proposition

and assets and competences a structured strategic analysis including a detailed customer competitor market and environmental analysis leading to understanding of market dynamics that is supported by a summary flow diagram a set of agendas to help start the process and a set of planning forms concepts of strategic commitment opportunism and adaptability and how they can and should be blended together bases of a value proposition and strong brands a strategy without a compelling value proposition will not be market driven or successful brand assets that will support a business strategy need to be developed creating synergetic marketing with silo organisations defined by products or countries all organisations have multiple products and markets and creating cooperation and communication instead of competition and isolation is becoming an imperative a global perspective is an essential aspect of this new edition this reflects the lived experience of the student reader but also their likely professional challenges this is achieved by the extensive use of new examples and vignettes

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