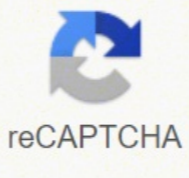




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## Fundamentos de marketing 11 edición kotler

Editorial: ADDISON-WESLEYFecha de lanzamiento: 21/10/2015 Contenido: Marketing, relación redituable con los clientes. La compañía y el marketing estratégico, cómo construir una relación redituable con los clientes. El ambiente de mercado. Administración de la información de mercado. El consumidor y el desarrollo de negocios. Segmentación, mercado meta, posicionamiento. Producto, servicios y estrategia de marca. Desarrollo de nuevos productos y estrategia del ciclo de vida del producto. Precio. Canales de marketing y administración de la cadena de suministro. Retailing. Publicidad y relaciones públicas. Ventas personales y promoción de ventas. Marketing directo y online. Mercado global. Marketing sustentable, ética y responsabilidad social. Incluye página Web: www.pearsonespañol.com/kotler Recursos adicionales: Manual del instructor (Inglés). Presentación PowerPoint (Español). Banco de exámenes (Inglés). Este sitio web utiliza cookies, tanto propias como de terceros, para mejorar su experiencia de navegación. Si continúa navegando, consideramos que acepta su uso. Más información One night last summer in Madrid, a friend asked me if I was going to the “Noblemen’s Country Fair.” She was referring to Jardines de Campo, a very special market organized by landscape designer Felipe Diaz de Bustamante and his daughter Cristina in Oropesa, Spain. The annual event has earned the “noblemen” moniker because almost every exhibitor is titled or belongs to a family of noble origin. But I would like to think that it is also because the Bustamantes and the fair’s participants engage in the very noble pursuit of preserving and enhancing Spain’s agricultural traditions.I drove from Madrid to the Bustamante’s home a few days later, where I met antique dealers, horse breeders, roof thatchers, cheesemakers, olive oil producers, and their peers—all working to make a living, of course, but in ways to help improve their common environment.In 2014, Diaz de Bustamante began hosting Jardines de Campo on the grounds of his country house in Oropesa, two hours outside Madrid. His passion for plants—especially aromatic and medicinal species—provides a bucolic backdrop for a most unusual agricultural gathering.Working with his daughter Cristina, the designer invites a mix of exhibitors who specialize in artisanal food and rare livestock. Many participants are from old Spanish families, and their offerings reflect generations-long passions. For this year’s promotional poster, shown here, Cristina reproduced a detail of a 19th-century oil painting from the Diaz de Bustamante art collection.Exhibitors are asked to use white canvas umbrellas for their stands to give the fair a uniform look.The Andalusian donkey is from Spain’s southernmost region. It is one of the oldest breeds in Europe (approximately 3,000 years) and is close to extinction.Sample of a handmade reed roof by “Maestro Chocero” Antonio Gandano. Gandano’s workshop is located in the Cádiz marshlands, from which he harvests grasses to make roofs.Cristina Diaz de Bustamante.Roses from the organic farm Dehesa El Milagro, based in Toledo.Among the exhibitors are food producers working to preserve the foodmaking traditions passed down from generation to generation. Here, exquisite Extremadura countryside cheeses handcrafted by Finca Pascualete, in Trujillo, since the 13th century.Horses from Santa Quiteria farm in Toledo.An ornamental garden designed for Jardines de Campo Open Day by Talavera la Nueva-based plant nursery Viveros Peñitas. The company, which specializes in aromatic plants and unique trees and shrubs, is one of Diaz de Bustamante’s favorite sources.An Avileña-Black Iberian bull, a local breed originally from the mountain areas of the Iberian Peninsula.Rare doves bred by Río Tajo Poultry Association based in Talavera de la Reina, Toledo. Fundamentos de marketing hace que el camino de aprender y enseñar marketing sea más productivo y agradable que nunca. El enfoque dinámico y actual de esta undécima edición logra un equilibrio efi caz entre la profundidad de la cobertura y la facilidad para aprender. A diferencia de los textos abreviados, proporciona cobertura completa y oportuna del más reciente pensamiento y práctica de marketing, a diferencia de los más largos y más complejos, permite su mejor asimilación en un solo curso. La organización, el estilo y el diseño accesibles de Fundamentos de marketing están bien adaptados para los estudiantes que comienzan en esta materia. El estilo de enseñanza de esta edición —que incluye mapas de marketing al principio y al fi nal de cada capítulo, además de profundos comentarios de los autores— ayuda a los estudiantes a aprender, vincular y aplicar conceptos importantes. Su estilo sencillo de organización y redacción presenta incluso los temas más avanzados de una manera accesible, emocionante. Esta nueva edición trae el marketing a la vida con ejemplos e ilustraciones profundos y relevantes en todas partes. Así que, ajuste su cinturón de seguridad y comience a transitar el camino del aprendizaje del marketing! S Pakhrin/WikiMedia Commons Cinco de Mayo is often celebrated in the United States with Mexican food and drinks, music, dancing and more. Some cities have parades and cultural performances. However, how Cinco de Mayo is celebrated and even who participates in it has changed over time. Today, the biggest celebrations are held in major cities with significant Mexican-American populations, like Washington D.C., Los Angeles, Houston, Boulder, San Antonio and more.What Cinco de Mayo Is All AboutAn important thing to remember if you plan on celebrating Cinco de Mayo is that it’s not the anniversary of Mexico’s independence. That’s celebrated on September 16, the anniversary of the 1810 call by Miguel Hidalgo for independence from Spain, and is comparable to July 4th and the signing of the American Declaration of Independence. Photo Courtesy: S Pakhrin/WikiMedia Commons Cinco de Mayo is instead the celebration of the victory of a Mexican Army over invading French forces at the Battle of Puebla on May 5th, 1862. France was attempting to force a puppet monarchy on Mexico, and the victory of the smaller, mostly indigenous Mexican army against some of Europe’s toughest soldiers inspired the people of Mexico. While the Battle of Puebla didn’t end the war with France, it was an important symbolic victory. Today, Cinco de Mayo is celebrated in the state of Puebla with speeches, parades, reenactments of the Battle of Puebla and even an international mole sauce festival. However, it’s not a national holiday in Mexico, and most of the country doesn’t observe it. In the United States, Cinco de Mayo took off as a holiday when Mexican-American activists used it to celebrate Mexican and indigenous accomplishments during the civil rights movement in the 50s and 60s. However, it didn’t become widespread until beer and liquor companies used the holiday to promote sales in the 80s.Festive FoodsIn the United States, Cinco de Mayo is often celebrated with tacos, guacamole, nachos and other Mexican-American foods. Mexican beer, including brands like Dos Equis and Corona, as well as liquor and mixed drinks, such as tequila and margaritas, are also popular. However, you don’t have to stick to these classic foods to have a great Cinco de Mayo if you don’t want to. Photo Courtesy: Ruth Hartnup/WikMedia Commons Traditional Mexican dishes can add extra flavor to the holiday. Elote — grilled corn on the cob covered in mayonnaise, cotija cheese and spices — can add a street festival feel to a meal, while a bowl of pozole beef soup makes for a great appetizer. Chicken flautas, salsa verde enchiladas or avocado quesadillas can replace ground beef tacos as the main course, or you can make mole poblano for a dish straight out of Puebla itself. Top things off with churros and chocolate sauce for desert, and you have a meal worthy of a great celebration.Festivities and DecorationsStreamers, napkins and other items featuring the colors of the Mexican flag can be a tasteful way to celebrate Cinco de Mayo. While many adults may enjoy Mexican beer and other drinks, a pinata can be a fun way for even kids to get in on the celebration. Photo Courtesy: S Pakhrin/WikiMedia Commons Playing traditional Mexican music is an easy way to set the mood for the holiday. While most Americans think of mariachi music when it comes to Cinco de Mayo, there’s also grupera, banda, Norteño, Tejano and more to choose from, so don’t be afraid to mix things up. You can even learn zapateado, the type of dance moves often performed to mariachi music, or watch an expert if you’re feeling bashful. While sombreros and fake mustaches can come across as disrespectful to Mexican-Americans, buying food or other goods from Mexican-American businesses or learning about Mexican-American history can keep the spirit and intent of the holiday alive in a way that’s fun for everyone. And of course, local parades, festivals, concerts or other events are always a good time. MORE FROM REFERENCE.COM

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