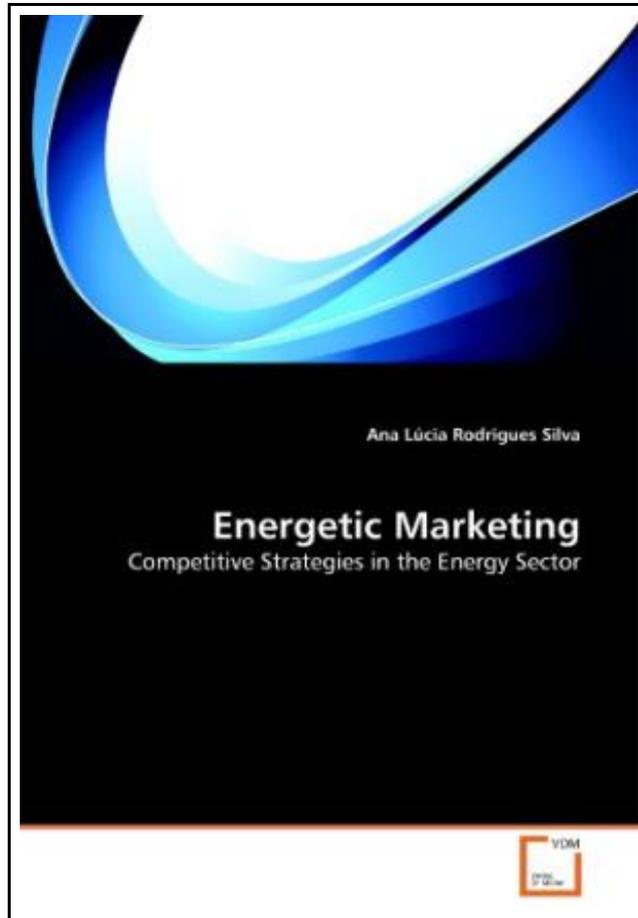


# Energetic Marketing



Filesize: 4.73 MB

## ***Reviews***

*It is one of the most popular publications. It is actually written in easy words instead of confusing. You will like how the author created this book.*

*(Art Gislason)*

## ENERGETIC MARKETING



VDM Verlag. Paperback. Book Condition: New. Paperback. 80 pages. Dimensions: 8.7in. x 5.9in. x 0.2in. The overview of the Brazilian energy sector and the introduction of the free market are presented in the first chapter. The second chapter introduces the concepts of strategic planning principles, among which stand out from the model developed by Porters five forces, SWOT analysis and cost generic strategies, differentiation and focus to achieve competitive advantages. The third chapter is intended to clarify some concepts of marketing as the broader view of business, market segmentation and positioning, definition of customer value, customer delight and importance of extreme attention to details, customization and personalization, links established, vertical, lateral marketing, and of relationship, epidemic marketing and marketing of the experience. As with the concepts of strategic planning, marketing concepts are illustrated by examples also of the energy area. The fourth chapter presents, in table form, various proposals for achieving competitive advantages based on cost, differentiation and on the focus, on different energy sources. These tables show the different marketing tools or management for the differentiation, to the cost or the focus. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



[Read Energetic Marketing Online](#)



[Download PDF Energetic Marketing](#)

## You May Also Like

---



### **The Gosh Awful Gold Rush Mystery Real Kids, Real Places**

Gallopade International. Paperback. Book Condition: New. Paperback. 146 pages. Dimensions: 7.4in. x 5.3in. x 0.6in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

[Read Document »](#)

---



### **The Ghosts of Pickpocket Plantation Pretty Darn Scary Mysteries**

Gallopade International. Paperback. Book Condition: New. Paperback. 109 pages. Dimensions: 7.4in. x 5.2in. x 0.3in. When you purchase the Library Bound mystery you will receive FREE online eBook access! Carole Marsh Mystery Online eBooks are an...

[Read Document »](#)

---



### **Nancy Clancy, Super Sleuth Fancy Nancy**

HarperCollins. Paperback. Book Condition: New. Robin Preiss Glasser (illustrator). Paperback. 144 pages. Dimensions: 7.4in. x 5.1in. x 0.5in. Kids who grew up with Jane OConnors Fancy Nancy picture books can spend some quality time with their...

[Read Document »](#)

---



### **Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values**

Summer Fit Learning. Paperback. Book Condition: New. Paperback. 160 pages. Dimensions: 10.6in. x 8.3in. x 0.5in. Summer Fit Activity Books move summer learning beyond academics to also prepare children physically and socially for the grade ahead....

[Read Document »](#)

---



### **The Day I Forgot to Pray**

Tate Publishing. Paperback. Book Condition: New. Paperback. 28 pages. Dimensions: 8.7in. x 5.8in. x 0.3in. Alexis is an ordinary five-year-old who likes to run and play in the sandbox. On her first day of Kindergarten, she...

[Read Document »](#)