



Kluczowe Propozycje Wartości: Opracowanie i Quantyfikacja

Indeks: 803967 Producent: Kogan Page Kod producenta: 29079496

Cena: **161.62 zł**

Opis

Malcolm McDonald on Value Propositions: How to Develop Them, How to Quantify Them

Producent: Kogan Page

- **temat:** Business communication & presentation, Business innovation, Business strategy, Sales & marketing management, BUSINESS & ECONOMICS / Entrepreneurship, BUSINESS & ECONOMICS / International / General, BUSINESS & ECONOMICS / International / Marketing, Business & Economics/Entrepreneurship, Business & Economics/International - Marketing, Business & Economics/Public Relations, ANF: Business and Management, BUSINESS & ECONOMICS, BUSINESS & ECONOMICS / Entrepreneurship, BUSINESS & ECONOMICS / International / General, BUSINESS & ECONOMICS / International / Marketing, Betriebswirtschaft, Unternehmen, Branding (Marketing), Branding (Marketing)., Business, Business & Economics/Entrepreneurship, Business & Economics/International - Marketing, Business & Economics/Public Relations, Business communication & presentation, Business communication and presentation, Business innovation, Business planning, Business strategy, Business/Economics, Businesskommunikation und -präsentation, Corporate image, Corporate image., Customer relations, Do-it-yourself, Economics, Entrepreneurship, General, HC, HC/Wirtschaft/Management, How-to, How-to/Do-it-yourself, INTERNATIONAL ECONOMICS (GENERAL), INTERNATIONAL MARKETING, International, International - Marketing, Kundennutzen, Management, Management: Innovation, Management: Marketing und Vertrieb, Marketing, Marketing Strategy, Non-Fiction, Optimieren, Politik, Gesellschaft, Wirtschaft, Public Relations, Sachbücher, Sales & marketing management, Sales and marketing management, Scholarly, Scholarly/Undergraduate, Strategic planning, Strategisches Management, TEXT, Taschenbuch, Taschenbuch / Sachbücher/Politik, Gesellschaft, Wirtschaft/Betriebswirtschaft, Unternehmen, Undergraduate, Value, Value., Verstehen, Wirtschaft, customer segmentation, develop business proposition, financially quantified value proposition, financially quantified value proposition; develop business proposition; value proposition process; maximise value creation; measure business value; value creation in supply chains; customer segmentation, maximise value creation, measure business value, value creation in supply chains, value proposition process, Business communication and presentation, Businesskommunikation und -präsentation, Management: Innovation, Management: Marketing und Vertrieb, Sales and marketing management, Strategisches Management, HC/Wirtschaft/Management, Taschenbuch / Sachbücher/Politik, Gesellschaft, Wirtschaft/Betriebswirtschaft, Unternehmen
- **wiązący:** paperback
- **język:** english, english, english
- **waga przedmiotu:** 513 grams
- **strony:** 256
- **słowo kluczowe tematu:** financially quantified value proposition; develop business proposition; value proposition process; maximise value creation; measure business value; value creation in supply chains; customer segmentation
- **marka:** Kogan Page
- **kod unspsc:** 55101500
- **kod podmiotu:** BUS025000, BUS035000, BUS043030, BUS025000, BUS043030, BUS052000, 1784, 2975, KJP,

KJP, KJD, KJMV7, KJMV7, KJC, KJP, KJD, KJC, KJMV7

- **grupa docelowa:** Professional and scholarly, Tertiary education
- **numer części:** 29079496
- **kolor:** White
- **waga opakowania przedmiotu:** 0.401 kilograms
- **wydanie:** 1
- **zewnętrznie przypisany identyfikator produktu:** 0749481765, 9780749481766, 09780749481766
- **producent:** Kogan Page
- **autor:** McDonald, Malcolm, Oliver, Grant
- **gatunek muzyczny:** BUSINESS & ECONOMICS, International, General, Sales & marketing management, Taschenbuch, Sachbücher, Politik, Gesellschaft, Wirtschaft, Betriebswirtschaft, Unternehmen, Management: Innovation, BUSINESS & ECONOMICS, International, Marketing, BUSINESS & ECONOMICS, Entrepreneurship, Business strategy, Business innovation, Business communication & presentation, Management: Marketing und Vertrieb, Strategisches Management, Businesskommunikation und -präsentation
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Parametry

Wydanie	1
Liczba stron	256
Waga	513 grams
Język	angielski