
Consumering® Cambiar o seguir sufriendo, usted elige

Consumering. Change or continue to suffer

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The environment, markets and competitors change today at speeds never seen before. Companies need something different, a proper response to the movements of society that allows them to change their pace or even get ahead of them. And the answer does not seem to be in traditional marketing. Therefore, either companies change or they will have to survive with a greater degree of distress and effort.

Consumering® is a new proposal that is not based on theoretical models, but on market realities and current examples of success to propose a new strategy.

As controversial, revolutionary, iconoclastic and provocative as its author, Consumering® is a framework that opens a new cycle in marketing to respond to the essential need of businesses: generating sustainable, profitable demand. From the approach of the book until its contents and proposals, it questions current marketing since its origin: markets and segmentation through product development, pricing policy and of course communication and other elements of the mix. Regardless of the degree of agreement that may be with what is postulated here, Consumering® is a book to reflect and think about what we do and how we do it.

Based on companies and full of real examples, this new framework has been presented before printing to academic authorities and presidents, CEOs and heads of marketing for validation.

Additional information Prizes and reviews:

En sólo quince días se agotó la primera edición.

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