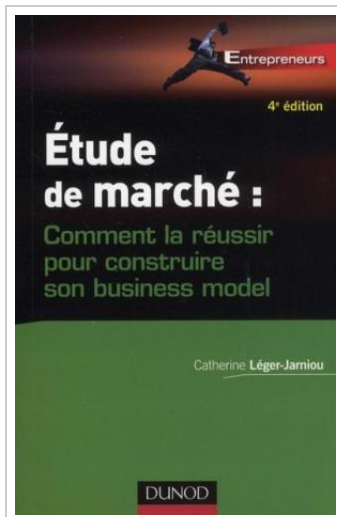




étude de marché - comment la réussir pour construire son business model (4e édition)

By Leger-Jarniou, Catherine

DUNOD, 2011. Paperback. Condition: NEUF. Etape capitale dans un projet de création d'entreprise, l'étude de marché vous permettra de valider l'existence d'un marché et d'être sûr que votre produit ou service réponde de façon durable à la demande d'une clientèle solvable. Cet ouvrage développe une méthodologie en 3 étapes pour réussir l'étude de marché, rouage essentiel du business plan de votre entreprise : comprendre les grands principes, l'enjeu et les étapes de l'étude de marché ; réaliser son étude de marché grâce à des méthodes précises, des avis d'experts, des entretiens avec les futurs clients et le calcul du chiffre d'affaires prévisionnel ; et après, comment déterminer son mix-marketing et assurer la pérennité de la nouvelle entreprise. Cette quatrième édition, au contenu entièrement restructuré, vous donne toutes les clés pour comprendre la relation entre étude de marché, business model et business plan. - Nombre de page(s) : 228 - Poids : 355g - Genre : Management et Ressources humaines ENTREPRENEURS.



READ ONLINE
[1.86 MB]

Reviews

I just started off reading this article pdf. Yes, it can be engage in, nonetheless an interesting and amazing literature. I am effortlessly can get a satisfaction of reading a written publication.

-- **Peyton Renner IV**

A very awesome ebook with perfect and lucid explanations. I could possibly comprehended every thing using this written e pdf. I am happy to explain how this is basically the best ebook i have got read inside my personal life and may be he very best book for ever.

-- **Mr. Santa Rath**

You May Also Like



Business Hall of (spot). The network interactive children's encyclopedia graded reading series: deep sea monster (D grade suitable for(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2006-09-01 Pages: 32 Publisher: The Commercial Press beat Reading: All books are the Youth Pre-employment Training software download...



Help! I'm a Baby Boomer (Battling for Christian Values Inside America's Largest Generation

Victor Books, 1989. Trade Paperback. Book Condition: New. Second Printing. 8vo - over 7¾" - 9¾" Tall. Buy with confidence from "Your neighborhood book store, online (tm) - Since 1997 delivering quality books to our neighbors, all around the world!.



Author Day (Young Hippo Kids in Miss Colman's Class)

Scholastic Hippo, 1996. Paperback. Book Condition: New. Brand new books and maps available immediately from a reputable and well rated UK bookseller - not sent from the USA; despatched promptly and reliably worldwide by Royal Mail;



Sid's Nits: Set 01-02

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sid's Nits: Set 01-02, Nicola Sandford, This title is part of Phonics Bug - the first Phonics programme to bring together research-based teaching methods with 100% decodable books, CBeebies video, and an online...



Sid's Pit: Set 01-02

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Sid's Pit: Set 01-02, Emma Lynch, This title is part of Phonics Bug - the first Phonics programme to bring together research-based teaching methods with 100% decodable books, CBeebies video, and an online...



Tim's Din: Set 01-02

Pearson Education Limited. Paperback. Book Condition: new. BRAND NEW, Tim's Din: Set 01-02, Monica Hughes, This title is part of Phonics Bug - the first Phonics programme to bring together research-based teaching methods with 100% decodable books, CBeebies video, and an online...