

Estrategias de Marketing para Grupos Sociales

Marketing Strategies for Social Groups



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This book brings together the current organisation of social groups and the marketing strategies relating to them. This approach to marketing describes the different types of groups which exist, their evolution and the potential directions they will take in the near future. In this way, the reader will not only discover the Yippies and the Hipsters, but will also learn of the new rules which govern the lives of young people, teenagers, single people and modern families, amongst many others.

In addition, examples and cases are used to illustrate the way in which companies can adapt their products to each group. The practical experiences of Danone, Movistar, Imaginarium, Swatch or Coca Cola, amongst others, facilitate understanding of the way in which knowledge of social groups can be used to design successful strategies.

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