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DÉVELOPPEMENT D'UN SERVICE COMMUNICATION ET MARKETING DANS UNE PME



Condition: New. Publisher/Verlag: Éditions universitaires européennes | Le développement d'un service communication au sein d'une jeune entreprise requiert des outils incontournables tant en interne qu'auprès du public. L'organisation et le traitement de l'information en interne nécessitent la mise en place de process complexes mais qui se doivent d'être faciles d'utilisation tels que les CRM (Customer Relationship Management). En externe, la communication passe davantage par le Web car il faut dorénavant pouvoir interagir avec les consommateurs. Enfin, la notion de culture...

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