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"MERLIN, A Marketing Simulation 1/e", by Anderson, Beveridge, Lawton & Scott is a user-friendly, Windows-based comprehensive marketing simulation designed for use in principles of marketing, marketing management or the marketing strategy course. "MERLIN" puts students into the role of marketing managers where they make the decisions needed to market the products of a small-marketing-oriented enterprise. "MERLIN" models a small marketing business, which sells two products in three sales territories, each with different profiles and demand characteristics. "MERLIN" gives students the opportunity to demonstrate their understanding of marketing concepts and challenges them to respond to the difficulties of marketing in a dynamic, competitive environment. "MERLIN" allows students to compete on the basis of price, quality, features, and service. Students make quarterly decisions that include: selecting product characteristics (features and quality), setting prices, selecting media and a message (price, service, etc.). The combination of the decision options allows students the choice of a push versus pull promotional strategy. Two versions: MERLIN is available in two versions - Solo (student vs. computer-managed companies) and Team (students vs. other student-managed companies).