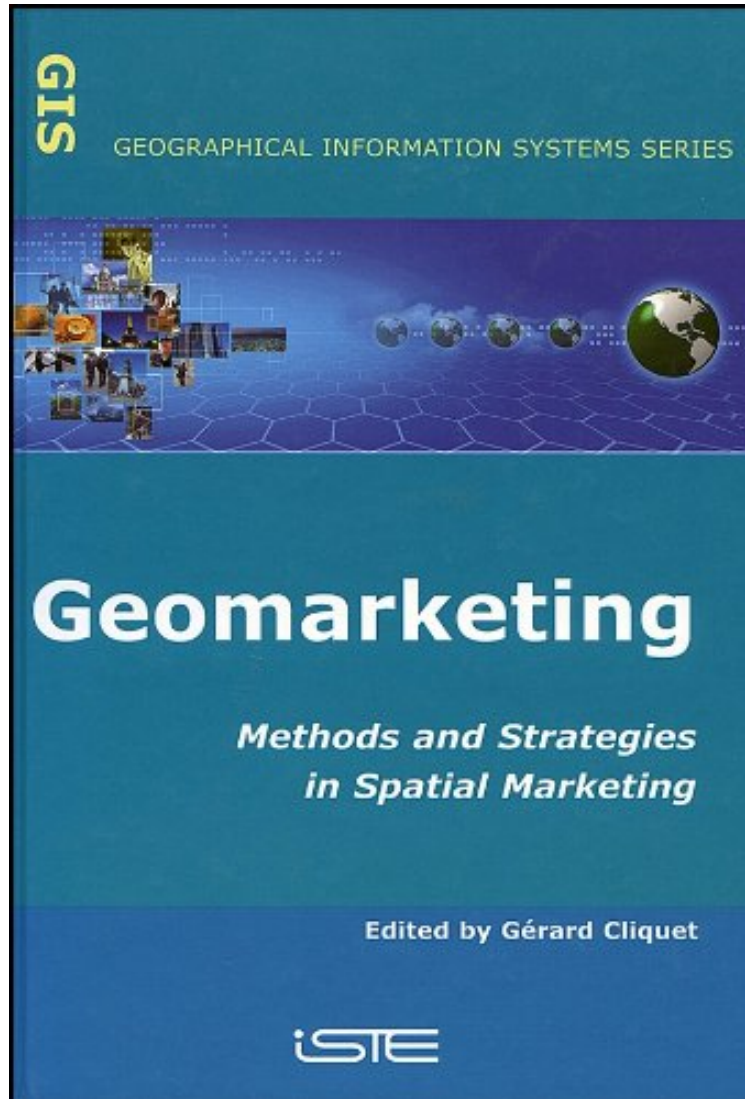


# Geomarketing: Methods and Strategies in Spatial Marketing

*Gérard Cliquet*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



DOWNLOAD



READ ONLINE

#2258609 in eBooks 2013-03-04 2013-03-04 File Name: B00BQ0H7HW | File size: 18.Mb

**Gérard Cliquet : Geomarketing: Methods and Strategies in Spatial Marketing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Geomarketing: Methods and Strategies in Spatial Marketing:

0 of 0 people found the following review helpful. Good bookBy fr.costaGood book for those who want to explore what geomarketing is. It's not elementary, it has a very good content.It would be better if it had more images, but its ok.1 of 2 people found the following review helpful. The just one english book for understanding geomarketingBy TONATIUH SUAREZThis compilation book is the just one wrote in english for understanding geomarketing. Contains basic concepts, advanced models, and a lot of bibliography that is very useful for working and teaching. Very good.

This title describes the state of the art in all areas of spatial marketing, discussing the various constituents which make up the geography of markets. Demand varies according to location and can be measured according to revenue, the number of households, spending patterns and lifestyles. Supply is also dependent on position, because prices, services, products and available shops rely on location, while the difference between supply and demand is the rationale for the role of the trader. The book also covers the way geographic techniques help to solve marketing problems and contains chapters written by contributors with extensive experience in this field; given that it is crucial for companies to direct their marketing correctly at their target audience, this will be indispensable reading for those involved in this area.

From the Back Cover This title describes the state of the art in all areas of spatial marketing, discussing the various constituents which make up the geography of markets. Demand varies according to location and can be measured according to revenue, the number of households, spending patterns and lifestyles. Supply is also dependent on position, because prices, services, products and available shops rely on location, while the difference between supply and demand is the rationale for the role of the trader. The book also covers the way geographic techniques help to solve marketing problems and contains chapters written by contributors with extensive experience in this field; given that it is crucial for companies to direct their marketing correctly at their target audience, this will be indispensable reading for those involved in this area. About the Author Gerard Cliquet is Professor of Marketing at the Institute of Business Administration (IGR-IAE) of the University of Rennes 1, France and Director of the Center for Research in Economics and Management (CREM), France. He is an expert in geomarketing and is advisor in this capacity to many large French companies. He is the author of eight books and numerous articles in national and international journals in the marketing and retailing fields.