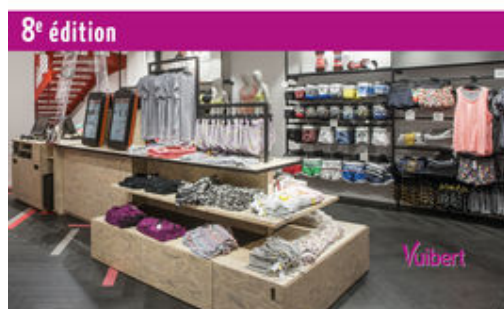


# Télécharger Livres Gratuit Merchandising (PDF | ePub | Mobi) Dany Vyt & Valérie Renaudin DataBase Book

Valérie Renaudin et Dany Vyt

## Merchandising Du category management à l'expérience client



Le merchandising est une rencontre, à un moment donné, entre un client et une offre, que ce soit dans un point de vente physique ou sur un site Web marchand. L'organisation de cette rencontre est un enjeu stratégique et un outil de différenciation clé, tant pour les enseignes que pour les marques.

Enrichi de **nombreux exemples concrets**, d'**avis d'experts** ainsi que d'un **glossaire**, cet ouvrage aborde tant les aspects théoriques que les problématiques opérationnelles.

### Nouveautés de la 8e édition :

- **Expérience client, personnalisation, category management (à valoriser), e-merchandising, omnicanal/mobile**
- **Ajout sur les outils logiciels**
- **Activités mises à jour avec ajout de mini-cas**

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