

kerin hartley rudelius marketing pdf

El ciclo de vida del producto (Ciclo de vida del producto) es un concepto que se refiere a la evolución de un producto en el mercado a lo largo del tiempo. Se divide en cuatro etapas: introducción, crecimiento, madurez y declive. El marketing mix (estrategia de marketing) es un conjunto de acciones que se toman para promover un producto y aumentar su ventas. Incluye elementos como el producto, el precio, el lugar y el promoción. El ciclo de vida del producto y el marketing mix están relacionados porque el marketing mix debe adaptarse a las diferentes etapas del ciclo de vida del producto. Por ejemplo, en la etapa de introducción, el marketing mix debe centrarse en crear conciencia y atraer a los primeros compradores. En la etapa de crecimiento, el marketing mix debe centrarse en aumentar las ventas y ganar cuota de mercado. En la etapa de madurez, el marketing mix debe centrarse en mantener las ventas y defender la cuota de mercado. En la etapa de declive, el marketing mix debe centrarse en reducir las pérdidas y preparar el producto para su retirada del mercado.

El ciclo de vida del producto - 4P

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