



Pentacom: Communication corporate, interne, financière, marketing b-to-c et b-to-b (Pearson Education) (French Edition)

Philippe Malaval, Jean-Marc Décaudin

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La communication des entreprises et des organisations se trouve au croisement de deux champs disciplinaires : les sciences de la communication et les sciences de gestion. En tant que technique, elle ne peut occulter les apports théoriques des premières, mais elle ne peut non plus négliger sa finalité, à savoir être au service d'une stratégie d'entreprise, d'un plan marketing ou d'une gestion des ressources humaines. Pentacom est le seul ouvrage global de communication. Il traite tous les types de communications pratiquées par les entreprises (communications marketing b-to-c et b-to-b, interne, financière, corporate), en prenant en compte leurs différentes cibles (consommateurs finaux, clients professionnels, salariés, actionnaires, banques, pouvoirs publics ou institutions), et en soulignant les stratégies et mises en œuvre particulières des différents types d'organisations (profitables ou non). Outre l'actualisation des données (tarifs, répartition par secteur, etc), la nouvelle édition se singularise par : Un nouveau chapitre " E-Publicité et Communication digitale " avec une approche très contemporaine de la communication : classement des nouveaux médias - médias possédés (sites web), médias achetés (moteurs de recherche, displays) et médias gagnés (blogs, forums) -, prise en compte des comportements de la génération dite " Y ", intérêt de la mobilité et de l'interopérabilité des terminaux d'accès, fin de l'antinomie entre communication de masse et personnalisation de la communication. Des déclinaisons allégées sur les fondements et techniques de la communication. De nouveaux exemples, notamment sur le marketing viral : Gap, Alstom Power. Présentation très complète des nouveaux leviers de communication et de leur mode de paiement : référencement naturel, positionnement payant, palteformes de Social Media, affiliation, e-publicité (bannières, interstitiel). Etayé par de nombreux exemples récents, illustré par plus de 250 visuels en couleurs et prolongé par des activités pédagogiques et un site compagnon, Pentacom offre une synthèse rigoureuse, actuelle et attractive des théories et pratiques de la communication.

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