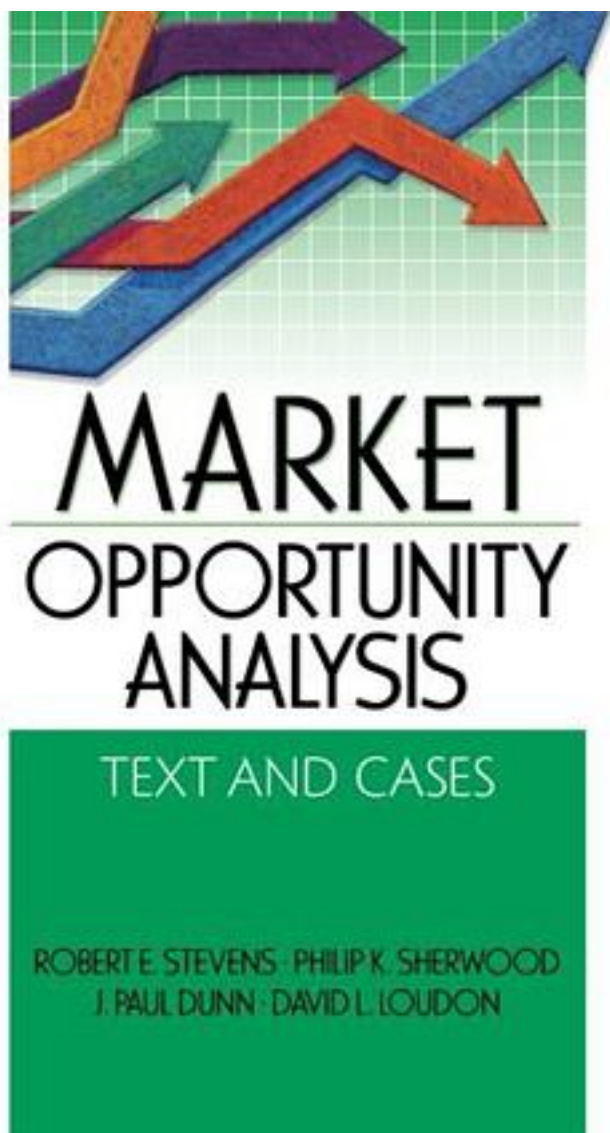


Market Opportunity Analysis



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出版者:Haworth Pr Inc

出版时间:2006-5

装帧:HRD

isbn:9780789024183

Guides you step-by-step through the complicated process of determining the feasibility of marketing a new product or service. As financial markets struggle with changing interest rates, government policies shift back and forth on tax increases, decreases, and deficit spending, and international competition in major product categories is at an all-time high, business managers are forced to re-evaluate the basis for success. The authors of this unique book combine decades of practical experience in market research, strategic management, consumer behaviour, and new venture creation to help you develop the analytical skills you need to focus on what needs to be done - and how to do it. Using ten real-life case studies with sample reports of actual analyses, "Market Opportunity Analysis" examines the factors that influence feasibility analyses, including external considerations (market size, competition, technology, inflation and the economy, government regulations, political conditions, social change), internal factors (purpose, corporate objectives, resources), and financial considerations (revenue estimates, cost estimates, return on investment). Ideal for classroom use, the book is accompanied by an instructor's manual, Microsoft PowerPoint[registered] slides, and appendices that include secondary data sources for market assessment and a sample market opportunity analysis report. "Market Opportunity Analysis" is an ideal classroom resource that business students will reach for again and again once they've begun their careers.

作者介绍:

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标签

评论

Present a systematic approach to feasibility analysis, 适合所有要去见风投的创业者, 涵盖 assessing biz opportunity, strategic management and planning, market demand analysis, competitive analysis, financial analysis, feasibility analysis

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书评

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