

Gendersell How To Sell To The Opposite Sex

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Geschlechterspezifische Warenpräsentation im

Männerkosmetikbereich anhand des Beispiels Nivea for Men - Eva Mairhuber 2010-07-08

Inhaltsangabe: Zusammenfassung: Geschlechtsspezifische Warenpräsentation im Männerkosmetikbereich anhand des Beispiels Nivea for Men. In den vergangenen Jahren stieg das Interesse seitens der Unternehmen an geschlechterorientiertem Marketing stetig. Bereits viele Unternehmen haben es sich zur Aufgabe gemacht, Produkte auf das jeweilige Geschlecht abzustimmen. Doch nur einige haben das Gender-Marketing auch ernsthaft in ihre Unternehmensstrategie integriert. Ganze Branchen, die einst nur die Wünsche und Bedürfnisse eines Geschlechts bedienten, erkennen mittlerweile das Potential des anderen Geschlechts. Die Mode- und die Kosmetikindustrie waren die beiden ersten Branchen, welche sich mit dem Mann als Zielgruppe eingehend beschäftigten. Die Kosmetikbranche hinkt jedoch bei der zielgruppengerechten Präsentation ihrer Produkte hinterher. Die drei großen Drogeriemarktketten in Österreich, haben Männerkosmetik bereits seit Jahren fix in ihr Sortiment eingegliedert. Doch nur einer dieser Märkte präsentiert die Produkte für den Mann gesammelt in einem Regalbereich. Die Darbietung der Männerpflegeprodukte unterscheidet sich allerdings auch hier nicht von der Präsentation der Frauenprodukte. Die vorliegende Arbeit versucht, dem entgegen zu wirken und befasst sich mit der Entwicklung einer Warenpräsentationsform die gezielt Männer ansprechen soll. Zu Beginn der Arbeit, werden die Unterschiede zwischen Frauen und Männern bezüglich ihrer Verhaltensweisen, ihres Denkstiles und ihrer Emotionen aufgezeigt. Dies alles sind Einflussgrößen an denen sich eine neuartige Form der Warenpräsentation orientieren soll. Um eine neue Art der Warenpräsentation zu entwickeln, ist es wichtig vorher abzuklären, wie Männer die aktuelle Situation in Drogeriemärkten sehen. Im Zuge dieser Arbeit werden, basierend auf Motiv- und Emotionssystemen, verschiedene Arten der Warenpräsentation entwickelt. Hierbei handelt es sich um Gestaltungskonzepte in Form von Warendisplays. In einer Studie werden potentielle männliche Konsumenten zu diesen Gestaltungskonzepten befragt und die Akzeptanz derer geprüft. Durch die Gegenüberstellung verschiedener Ansätze von Präsentationsformen, soll die auf Männer am ansprechendsten wirkende, herausgefiltert werden. Ferner wird versucht, konstante Gestaltungsparameter für männlich wirkende Warenpräsentationsformen zu erhalten. Die vorliegende Arbeit ist unabhängig vom Unternehmen Beiersdorf und der Marke Nivea entstanden. Gründe warum die Marke Nivea [...]

Negocios - Mario Ascher 2016-04-21

El ambiente en el cual los emprendedores y las Pymes de Latinoamérica desarrollan sus actividades se presenta cada vez más cambiante, competitivo y desafiante. En este contexto, para sobrevivir, generalmente las empresas se ven obligadas a adaptarse al modelo recortando gastos, la mayoría de las veces en forma ineficiente, y privilegiando el corto plazo, lo que las lleva a postergar sus inversiones. Esta actitud, tan característica del empresario latinoamericano y provocada quizá por fracasos o fantasmas del pasado, genera consecuencias nefastas en el desarrollo del negocio limitando drásticamente las oportunidades de crecimiento y las rentabilidades asociadas. No obstante, los autores de este nuevo libro somos optimistas y proponemos a los empresarios y emprendedores con ganas de innovar y arriesgar, precisamente nuevos caminos para no sólo sobrevivir, sino también para prosperar.

Gendersell - Judith C. Tingley 1999

Library Journal - 1999-04

Books In Print 2004-2005 - Bowker Editorial Staff 2004

Männer und Frauen im Job-Interview - Daniela Wawra 2004

Verkaufen an Adam und Eva - Diana Jaffé 2012

Frauen kaufen anders, Männer auch. Treffender könnte man nicht beschreiben, was sich tagtäglich in Autohäusern, bei Banken, in Supermärkten oder anderen Geschäften abspielt. Wenn Sie sich als

Verkäufer oder Verkäuferin dieser Tatsache nicht bewusst sind, erleben Sie jeden Tag vermeidbare Kaufabbrüche wenn nicht sogar den endgültigen Verlust vieler potenzieller Kunden. Dabei könnten Sie mit dem richtigen Wissen und Verständnis dafür, wie Kundinnen und Kunden kaufen, was sie an Informationen, Kommunikationsstilen, Signalen und Zeitabläufen benötigen, Ihren Erfolg im Verkaufsgespräch schlagartig steigern. Vivien Manazon und Diana Jaffé zeigen in *Verkaufen an Adam und Eva* nun endlich, wie geschlechtsspezifischer Verkauf wirklich funktioniert. Sie erfahren, was Sie konkret tun können, um erfolgreiche Verkaufsgespräche sowohl mit Kunden des jeweils anderen Geschlechts als auch mit Paaren zu führen. Das Buch befasst sich darüber hinaus mit einem weiteren Aspekt: Auch Produkte und Dienstleistungen bekommen von Konsumenten zumeist unbewusst ein Geschlecht zugewiesen. Es hat sich gezeigt, dass Frauen am liebsten weibliche Produkte von Verkäuferinnen kaufen und Männer am liebsten männliche Produkte von Verkäufern. Dadurch entstehen verschiedene Konstellationen zwischen Verkäufer, Produkt und Kunde, auf die der gesamte Verkaufsprozess abgestimmt werden muss. *Verkaufen an Adam und Eva* bietet Ihnen das nötige Handwerkszeug für effektives, faires und abschlussstarkes Verkaufen ohne Tricksereien und Manipulationen, dafür nah an den Kunden!

The Inscrutable Shopper - Stella Minahan 2011-09-06

The book highlights research undertaken by marketers, social researchers and anthropologists who have an interest in this field. Anti consumption is of relevance to practitioners and academics as it is important to understand consumer trends and values. The book has a particular relevance to professionals employed in marketing, retail and associated industries, who need to consider anti consumption as an influence on their target markets. The study of anti consumption can be seen as the 'flip side' to marketing which aims to understand promotion of consumption.

Designing Commercial Interiors - Christine M. Piotrowski 2012-06-14

The definitive reference on designing commercial interiors-expanded and updated for today's facilities Following the success of the ASID/Polsky Prize Honorable Mention in 1999, authors Christine Piotrowski and Elizabeth Rogers have extensively revised this guide to planning and designing commercial interiors to help professionals and design students successfully address today's trends and project requirements. This comprehensive reference covers the practical and aesthetic issues that distinguish commercial interiors. There is new information on sustainable design, security, and accessibility-three areas of increased emphasis in modern interiors. An introductory chapter provides an overview of commercial interior design and the challenges and rewards of working in the field, and stresses the importance of understanding the basic purpose and functions of the client's business as a prerequisite to designing interiors. This guide also gives the reader a head start with eight self-contained chapters that provide comprehensive coverage of interior design for specific types of commercial facilities, ranging from offices to food and beverage facilities, and from retail stores to health care facilities. Each chapter is complete with a historical overview, types of facilities, planning and interior design elements, design applications, a summary, references, and Web sites. New design applications covered include spas in hotels, bed and breakfast inns, coffee shops, gift stores and salons, courthouses and courtrooms, and golf clubhouses. In keeping with the times, there are new chapters focusing on senior living facilities and on restoration and adaptive use. A chapter on project management has been revised and includes everything from proposals and contracts to scheduling and documentation. Throughout the book, design application discussions, illustrations, and photographs help both professionals and students solve problems and envision and implement distinctive designs for commercial interiors. With information on licensing, codes, and regulations, along with more than 150 photographs and illustrations, this combined resource and instant reference is a must-have for commercial interior design professionals, students, and those studying for the NCIDQ licensing exam. Companion Web site: www.wiley.com/go/commercialinteriors

Marketing to Women - Marti Barletta 2003

Marketing expert Martha Barletta presents a business case for why

marketing professionals should focus their undivided attention on the largest untapped market in the world - women. She provides a detailed field guide for creating and executing a complete marketing plan that targets women.

Bibliographic Guide to Psychology - New York Public Library. Research Libraries 1999

Spree - Pamela Klaffke 2003

Journalist and shopping addict Pamela Klaffke documents the history of shopping, from a time when cattle were currency to the current age of contemporary shopping phenoms like QVC and eBay.

Small Business Sourcebook - 2004

Subject Guide to Books in Print - 1993

The British National Bibliography - Arthur James Wells 2003

Servant Selling - Bernard Smalls

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The Library Journal - 1999

Includes, beginning Sept. 15, 1954 (and on the 15th of each month, Sept.-May) a special section: School library journal, ISSN 0000-0035, (called Junior libraries, 1954-May 1961). Also issued separately.

Consumer Behavior - Patricia Huddleston 2011-01-20

Why study women and shopping? Why is it important? Women matter because of their consumer spending power; they are crucial to survival in the competitive retail industry in America. Women matter because they control over \$20 trillion in consumer spending. Women are better educated, have more financial power and decision making abilities and mobility than any previous generation. Why Women Shop provides a fascinating insight into women's shopping habits and motivations. This

book is of interest to business as they gain a better understanding of the most powerful economic force in the retail industry.

GenderSell - Lee E. Robert 1999-04-02

GenderSell is the first and only book to offer specific techniques on overcoming the single greatest barrier to effective sales -- selling to the opposite sex. Despite a decade of important research on how differences between the sexes affect personal and workplace relationships, until now virtually every book on selling has ignored these differences. And despite the fact that women make approximately 85 percent of the purchasing decisions on most products and services and now constitute more than 25 percent of today's sales force, nearly all relevant books have been written by men for men in sales about selling to men. Tom Peters, Ken Blanchard, and other management experts have proposed that companies must learn how to market, sell, and advertise differently to men and women in order to stay competitive. Now at long last, psychologist and workplace communication expert Judith Tingley and veteran sales professional Lee E. Robert bring you this essential guide. Based on research, including the authors' Sales Preference Survey, conducted with more than 600 participants, Tingley and Robert provide detailed examples, specific techniques, and provocative case studies that will help sales professionals increase their success, their revenues, and their profits. The authors answer many important questions: When should you focus more on the interpersonal process and when on the product? What quality do customers say they like most about men in sales? What characteristic do they think is strongest in female sales professionals? Is the timing of the close different with male and female clients? The industry buzz has begun: In response to articles on the *GenderSell* topic that have appeared in trade publications and to training seminars offered by the authors, executives from a wide range of industries -- high tech to automobile dealerships, insurance companies to home builders and health care delivery services -- have been clamoring for *GenderSell* to make it an integral part of their worldwide sales strategies.

Gendersell How To Sell To The Opposite Sex:

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