

Issledovanie ustojchivosti podsistemy marketing



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(Lorenz Vandervort)

ISSLEDOVANIE USTOJCHIVOSTI PODSISTEMY MARKETING

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LAP Lambert Academic Publishing Jun 2017, 2017. Taschenbuch. Condition: Neu. Neuware - Monografiya posvyashhena izucheniju ustojchivosti takoj vazhnejshoj podsistemy korporativnyh informacionnyh sistem, kak marketing. Priveden istoricheskij obzor razvitiya podhodov k marketingu kak otechestvennyh, tak i zarubezhnyh s uchetom realizacii teh ili inyh funkcij v tipovyh proektnyh resheniyah, poluchivshih v poslednee vremya nazvanie ERP-sistem (Enterprise Resource Planning - doslovnij perevod - 'Planirovanie resursov predpriyatiya'). S pozicij teoretiko-mnozhestvennogo analiza rassmotrena ustojchivost' reakcii, ustojchivost' v terminah semejstva funkcij perehoda sostoyanij, strukturnaya ustojchivost' modulya 'marketing'. Jexperimental'naya chast' prodemonstrirovana na primere ustojchivosti reakcii. Modelirovanie provodilos' s ispol'zovaniem yazyka Unified Modeling Language. Programmnaya realizaciya vypolnena na yazyke H++ v srede Microsoft Dynamics AX 2009. Dany prakticheskie rekomendacii po vkljucheniju togo ili inogo jelementa v sostav kompleksa marketinga (marketing mix). Monografiya napisana na osnovanii kursa lekcij, provodimyh v Ivanovskom gosudarstvennom himiko-tehnologicheskom universitete dlya studentov po special'nosti 'Informacionnye sistemy'. 68 pp. Russisch.

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