

Konsep, Teori Dan Teknik Menganalisa Kinerja Pemasaran

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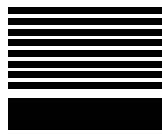
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**Kupersembahkan untuk Istriku Tercinta Dra. Iswanti
Anakku Tersayang Indah Sulistyو Rini,
Dan Imam Adi Nugroho,
Kedua Orang Tuaku,
Dan Almamaterku**



Kata Pengantar

Buku ini ditulis selama 4 tahun, tepatnya semenjak saya menempuh Mata Kuliah Penunjang Disertasi (MKPD), menulis disertasi hingga terselesaikannya dengan sangat memuaskan. Ide dari penulisan buku ini berawal dari upaya penulis ingin pengupas mengenai konsep, teori dan teknik untuk menganalisis kinerja pemasaran. Buku yang sepenuhnya saya angkat dari penelitian disertasi saya ini berusaha pengupas mengenai konsep, teori dan teknik untuk menganalisis kinerja pemasaran, dengan menggunakan pendekatan yang berorientasi penemuan guna mengembangkan: (1) konseptualisasi kinerja pemasaran dengan berbagai sudut pandang; (2) model anteseden dan konsekuensi dari peningkatan orientasi pasar, karakteristik pasar, dan inovasi; serta (3) menguji model tersebut menggunakan data 37 perusahaan kosmetik di Provinsi Jawa Timur, yang terdaftar di Badan Pengawasan Obat dan Makanan Republik Indonesia (BP POM. RI).

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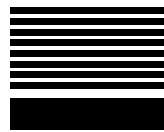
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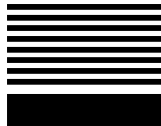
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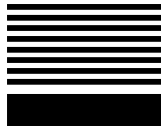
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