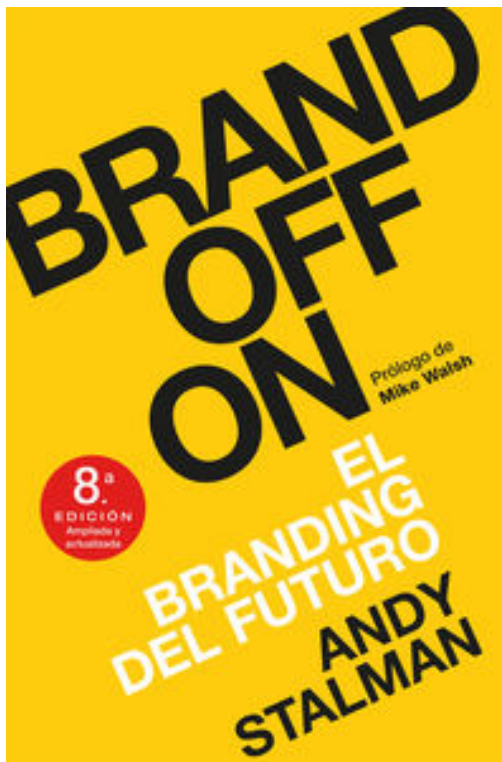


Descargar Libro En Línea PDF Epub Mobi Español Brandoffon - Andy Stalman



Descargar libro en línea PDF epub mobi Español Brandoffon Andy Stalman , Estamos atisbando el «futuro del futuro». Vivimos un cambio de era sin precedentes que está transformando nuestro entorno y con ello todas las empresas y marcas. En este nuevo escenario los productos ya no pueden limitarse a cumplir sólo con su rol de diferenciación y de creación de valor, sino que, además, tienen que interaccionar con el público, conectar con él y colaborar en la construcción de una sociedad más justa.

Este libro aporta una serie de refl exiones sobre Branding para potenciar y optimizar la relación con el cliente y sus comunidades. El autor explica cómo serán las tendencias y las necesidades de los consumidores y marcas en un mundo online para que la comunicación entre ambos sea más fructífera y revierta en benefi cio mutuo.

Internet y las redes sociales son la piedra angular de esta revolución. Las nuevas herramientas que ha generado la era digital (y seguirá haciéndolo) serán fundamentales para alcanzar el objetivo primordial: crear comunidades fi eles a la marca, generar emoción, contar historias que conmuevan a la gente... En esa nueva realidad, *Brandoffon* cobra todo su sentido (*branding* + offl ine + online).

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