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Descargar libro en línea PDF epub mobi Español Estrategias de marketing digital Fernando Maciá Domene , El marketing online ha alcanzado la mayoría de edad: tanto porque cronológicamente lo merece, como por su actual protagonismo dentro del marketing-mix de cualquier empresa. El marketing online ha venido no solo para quedarse, sino para relevar -con el empuje y la fuerza propios de la juventud- al marketing tradicional. Este libro será el catalizador capaz de acelerar el máximo aprovechamiento del marketing online en los negocios, para avanzar más rápidamente en la evolución profesional o empresarial. Resultará útil para quienes buscan introducirse en el marketing digital desde un punto de vista global y entender qué papel desempeña cada estrategia dentro del marketing-mix de una empresa. Con la firme pretensión de alejarse del enfoque académico del marketing digital como objeto de estudio teórico, estas páginas se proponen ser una guía y

apoyo para los negocios, así como una fuente de inspiración de la que surjan muchos momentos del tipo: '¡Caramba, esto también puedo hacerlo en mi empresa!'.

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