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Descargar libro en línea PDF epub mobi Español Google Analytics. Mide y vencerás Iñaki Gorostiza Esquerdeiro & Asier Barainca Fontao , En los últimos años, el analista web se ha convertido en uno de los profesionales más demandados por las empresas. Google Analytics, sin duda, es la herramienta más popular y extendida del medio. Su última versión -Universal Analytics- unida a la herramienta de implementación -Google Tag Manager- conforman la base para medir y analizar un negocio online con el objetivo último de mejorar sus resultados. «Google Analytics. Mide y Vencerás» es un libro para aprender e ir profundizando en el uso de la herramienta y preparar de manera sólida el examen de certificación en Google Analytics. Se aparta del manual al uso para emprender con el lector un viaje a través de casos prácticos, reales, en los que se hace uso de las diferentes funcionalidades. Está pensado tanto para principiantes con Google Analytics como en el profesional que trabaja a diario

con la herramienta y busca sacarle el máximo rendimiento. Este libro viene a cubrir un espacio vacío dentro de la literatura técnica en castellano sobre analítica web. Resume la experiencia de sus dos autores durante los últimos 15 años. Una vida en torno a la analítica web, con sus éxitos y fracasos.

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