



Digitaliza tu negocio (Libros profesionales) (Spanish Edition)

David Villaseca Morales

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En un mundo en permanente cambio, surgen muchas preguntas sobre cómo aprovechar las oportunidades para hacer crecer un negocio. La Revolución Digital que vivimos está detrás de muchos de los cambios más profundos que experimentan los consumidores y empresas de todo el mundo.

Emprendedores, directivos y líderes de empresas de todos los tamaños que estén buscando nuevas oportunidades, encontrarán en este libro respuestas prácticas para lograr la transformación y el crecimiento. Siguiendo cinco grandes pasos se repasan nuevas soluciones como publicidad digital, big data o diseño de experiencias.

Seguiremos el camino de uno de estos "buscadores de oportunidades", sus dudas y descubrimientos. Para traducirlo en acciones de crecimiento, se proponen herramientas prácticas del ámbito Digital, el Marketing y la Comunicación. Y numerosos ejemplos reales de empresas de todo el mundo: desde consolidadas empresas como Coca-Cola y Procter & Gamble, hasta competidores tecnológicos como Amazon, Apple o Google, pasando por start-ups como Kiip y Tesla.

Índice

Introducción. Un «buscador» de oportunidades.- Oportunidades para tu negocio en la revolución digital.- Claves de éxito para los nuevos retos.- Los cinco pasos de Results Marketing.- Resultados con valor de negocio.- Una gestión inteligente.- Innovación en soluciones.- Experiencias de cliente diferenciales.- Una marca fuente de ingresos.- Comunicación digital y social.- Aplicaciones para emprendedores y diferentes empresas.



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