



# Tu plan de marketing digital en una semana (Spanish Edition)

*Mau Santambrosio, Patricia de Andrés*

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El marketing digital representa una enorme oportunidad para empresas y personas. La revolución digital nos ha dado más y mejores herramientas para gestionar nuestra vida y nuestros negocios. Y generalmente por mucho menos dinero. Para algunos, adaptarse a esta nueva realidad supondrá un reto ventajoso, para otros, la única manera de sobrevivir. Ninguna empresa puede permanecer indiferente ante este cambio. Este libro te ayudará a entender cómo funciona este nuevo escenario de marketing digital, cómo implantarlo en pequeñas y grandes empresas, y cómo gestionar sus estrategias para convertirlas en negocios del siglo XXI.

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