



Ellas deciden: 1 (Gestion Del Conocimiento) (Spanish Edition)

Gemma Cernuda

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Primer libro sobre marketing y comunicación en femenino. Más del 80% de las decisiones de compra del planeta las toman las mujeres, sin embargo más del 80% de las decisiones económicas mundiales las toman los hombres. Además la gran mayoría de empresas de publicidad y directores de marketing de las empresas son hombres que no saben comunicar sus productos y servicios a sus principales clientes: las mujeres. Este ágil y entretenido libro busca concienciar a todo aquel que tenga algo para vender, que aprenda a comunicar en femenino, es decir a ofrecer las cosas con un lenguaje que apele a las emociones y la forma de ser de las mujeres.

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