



Guía de acceso rápido al marketing en redes sociales (Spanish Edition)

Neil Richardson, Angela Carroll, Ruth Gosnay

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Guía de acceso rápido al marketing en los medios sociales explica de qué manera el uso de las redes sociales como herramienta de marketing puede mejorar el nivel de satisfacción del cliente, las relaciones profesionales y aumentar la eficacia. Este libro trata sobre:

- los beneficios del marketing en los medios sociales
- la forma de emplear la publicidad, las rrpp y la promoción de ventas
- el comportamiento ético
- el modo de lograr que los clientes noten un valor agregado
- la forma de usar las redes sociales para obtener, retener y satisfacer a los clientes
- las consecuencias de la gestión de las comunicaciones
- el futuro del marketing en las redes sociales

Para cualquiera que desee aprender sobre el marketing en los medios sociales de alto impacto y bajo costo que sí funcionan, Guía de acceso rápido explica cómo aplicar las teorías y las herramientas en escenarios comerciales reales.

Neil Richardson cuenta con una vasta experiencia en ventas en sectores privados, en marketing y en servicios al cliente. Es profesor senior de Marketing en la Leeds Business School y participa activamente en la enseñanza, investigación y asesoramiento de marketing. Ruth M. Gosnay ha trabajado en muchas ocasiones para empresas reconocidas en distintos puestos relacionados con el marketing. Ha sido profesora senior de Marketing durante nueve años. Ruth y Neil también escribieron juntos *Develop Your Marketing Skills* (publicado por Kogan Page). Angela Carroll actualmente es profesora adjunta senior en la facultad de ciencias económicas de Leeds University, se especializa en la enseñanza de medios y resalta la importancia de las nuevas aplicaciones.

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