



Vender me gusta (Empresa (plataforma)) (Spanish Edition)

Lorenzo Cavalieri

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Si incluso en una época de profunda crisis económica como la que estamos viviendo abundan los puestos de vendedores en las ofertas de empleo, es porque en las economías desarrolladas, gracias a la globalización y las nuevas tecnologías, se reduce el número de los que producen y aumenta el de los que venden. Hay cada vez menos personas en las fábricas y más en contacto con el cliente. La dimensión comercial está muy presente en todas las profesiones, y por eso es fundamental añadir la habilidad comercial a las habilidades técnicas.

Vender me gusta es un libro apasionante que celebra el arte de la venta y desmonta muchos tópicos al respecto. Vender es una actividad –muy lejos ya del estereotipo del vendedor simpático e invasivo– que nadie puede ignorar y que puede ser totalmente loable desde el punto de vista ético a la vez que muy estimulante intelectualmente.

Con más de diez años de experiencia comercial en diversos sectores, el autor demuestra en estas páginas por qué el sistema económico no puede tolerar que alguien piense «la venta no es para mí». Se trata, por tanto, de una obra dirigida no sólo a quienes ocupan un puesto comercial, sino a todos los profesionales que deseen estar a la altura de las demandas del mercado de trabajo actual.

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