



¡Ponga al elefante en su bolsillo!: Cómo ganar y retener clientes **GRANDES** (Spanish Edition)

Steve Kaplan

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Un libro acerca del pensamiento estratégico y una actitud exitosa para el negocio, *¡Ponga al elefante en su bolsillo!* está lleno de estrategias prácticas sobre mercadotecnia y ventas para ayudarlo a obtener un consumidor gigante, su propio elefante, e incrementar en forma dramática los ingresos, las ganancias y el éxito.

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