

Vender más en Internet

Selling More on the Internet



Author: [David Boronat](#) [1]

Author: [Ester Pallarès](#) [2]

Publisher: [Gestión 2000](#) [3]

Year of Publication: 2009

Pages: 256

ISBN: 978-84-9875-049-2

Genre: Others

SPRING

2010

Season: SPRING 2010

We have spent too long wasting our energy and efforts in satisfying the needs of internet disloyal users, without having obtained concrete results. The focus of our websites should be diverted into turning the user into a customer. It is therefore essential that we take a step further in the way that we focus our business' sites.

This book is a guide to reformulating your website. Redesigning your site will turn it into the basis of your new business strategy and the main source of your business' growth. This is a useful, simple and above all effective guide that will help you understand the essential principles that have already been applied with great success in companies like Iberia.

Publishing rights available from **Company:** Gestión 2000, Grupo Planeta

Address: Av. Diagonal 662-664 - 08034 Barcelona

Contact: Cristina Mora (Foreign Rights Director), Merche San Segundo (Foreign Rights Assistant)

Phone: (+34) 934 928 595

E-mail: cmora@planeta.es [4]

E-mail: msansegundo@planeta.es [5]

Website: <http://www.gestion2000.com> [6]

Additional information **Prizes and reviews:**

Vender más en Internet: Editura Corint (Rumania)

Source URL: <http://www.s352986993.web-inicial.es/node/1395>

Links:

[1] <http://www.s352986993.web-inicial.es/node/1392>

[2] <http://www.s352986993.web-inicial.es/node/1393>

[3] <http://www.s352986993.web-inicial.es/node/1394>

[4] <mailto:cmora@planeta.es>

[5] <mailto:msansegundo@planeta.es>

[6] <http://www.gestion2000.com>