

Analítica web

Web Analytics: Tracking to triumph



Author: [Sergio Maldonado](#) [1]

Publisher: [ESIC Editorial](#) [2]

Year of Publication: 2010

Pages: 220

Number of editions: 1

Spanish Retail price: 16.00€

ISBN: 9788473567145

Genre: Social Science and religion

SPRING

2011

Season: SPRING 2011

Web Analytics has become an intrinsic tool in every company with a strategic presence on the Internet. In this book, Sergio Maldonado offers the fruit of many years of experience in the optimisation of on-line marketing activities, e-commerce and digital communication from web data. This book also constitutes an essential guide to adapting tracking and profiling activities to Spanish and international standards. In these pages, the reader will find useful solutions for rationalising on-line marketing investment, the best Customer Intelligence and the optimisation of web channel, all in accessible, user-friendly language.

Publishing rights available from **Address:** Avda de Valdenigrales, s/n 28223 Pozuelo de Alarcón, Madrid, Spain

Contact: Vicente Rubira

Phone: 34914524161

E-mail: vicente.rubira@esic.es [3]

Website: <http://www.esic.edu/editorial> [4]

Source URL: <http://www.s352986993.web-inicial.es/node/4473>

Links:

[1] <http://www.s352986993.web-inicial.es/node/3515>

[2] <http://www.s352986993.web-inicial.es/node/599>

[3] <mailto:vicente.rubira@esic.es>

[4] <http://www.esic.edu/editorial>