

Quiero ser Community Manager. 10 profesionales y 5 compañías analizan una nueva realidad

I want to be a Community Manager. 10 professionals and 5 companies analyse a new reality



Author: [Chema Martínez-Priego](#) [1]

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There are few occasions when a new profession constitutes a turning point in the life of a company. When the figure of the Community Manager appeared, it led to a wave of opportunism and confusion in the face of the unknown. Quiero ser Community Manager is a work that tries to shine a light on the role of this profession within a business, and the skills, knowledge and necessary tools for carrying out such a job. The authors are active professionals with acknowledged prestige in strategy and social media tactics.

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Address: Avda. de Valdenigrales, s/n

Contact: Paloma Remírez

Phone: 914524133

E-mail: paloma.remirez@esic.es [2]

E-mail: editorial@esic.es [3]

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

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