

Vender más en Internet

Selling More on the Internet



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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.

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