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# Marketing 2.0. El nuevo marketing en la Web de las Redes Sociales.

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**Author:** [Juan Manuel Maqueira Marín](#) [1]

**Author:** [Sebastián Bruque Cámara](#) [2]

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We currently face a new Web that bonds people with social links powered by technology. Web users are now better informed and know exactly what they want.

From a marketing point of view, a company new challenge is taking advantage of the opportunities presented by the new Web and the social networks in order to reach customers in a direct and personalised way, capture their attention, increase their confidence and access their influence social networks.

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**Address:** C/ Jarama 3ª, Polígono Industrial Igarza - 28860 Paracuellos de Jarama, Madrid

**Contact:** Isabel Mercedes

**Phone:** (+34) 916 584 280

**E-mail:** [exportacion@ra-ma.com](mailto:exportacion@ra-ma.com) [4]

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