

La empresa en la web 2.0

Businesses on web 2.0



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Twitter, Facebook, LinkedIn and Tuenti have all exploded into society with astonishing force. If these social networks are radically changing the way citizens communicate and relate to each other, do you really think that the world of business can remain isolated from this transformation?

This book has been described as an excellent guide for anyone who wants to understand the implications of the internet's impact on the world of business. We are witnessing to the creation of new labour dynamics, of new social interactions that can not only provide us with information but also motivate the purchasing decisions of all types of products and services. Listening to and, above all, talking to and interacting with customers by means of social network technology means a total transformation of companies' corporate culture, something which many directors wrongly consider to be a nightmare.

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