



Activa el boca oreja (Gestión del conocimiento) (Spanish Edition)

John Jantsch

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El poder de la publicidad tradicional ha decrecido, lo que realmente mueve los negocios hoy en día es el boca-oreja. La gente confía en las recomendaciones de un amigo, un colega, un profesor o una celebridad.

Muchos piensan que no pueden hacer nada por promover las referencias interpersonales, pero el autor de este exitoso libro nos muestra una serie de prácticas técnicas que permiten aprovechar el poder de las referencias para conseguir nuevos clientes.

El secreto consiste básicamente en entender las razones por las cuales los consumidores recomiendan determinados productos o servicios. Las empresas pueden asegurar que se produzca un ciclo de recomendaciones eficiente mantenido a todos sus clientes contentos y con algo para decir respecto a sus productos o servicios.

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