



100 dicas de ouro - Marketing (Portuguese Edition)

André Vinícius da Silva

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Vivemos num mundo em que em que dominar o tempo é um dos grandes desafios profissionais do século XXI. As pessoas querem fazer mais em menos tempo. Vivemos também a era do conhecimento. Informação é a moeda da vez e pode fazer a diferença entre o sucesso e o fracasso no mundo dos negócios.

Se você quer vencer neste mundo, precisa aprender a lidar com estes dois componentes do sucesso (tempo e conhecimento). Diante destes desafios, surgem alguns questionamentos: Como posso melhorar meu nível de conhecimento, se o meu tempo é escasso? Diante da grande quantidade de informação disponível, como filtrar o que é necessário?

Pensando em resolver estas questões, lançamos o E-BOOK: **MARKETING (100 DICAS DE OURO)**. São dicas selecionadas e que podem ser aplicadas no dia a dia para melhorar os resultados do seu negócio. Cada dica foi pensada e escrita de modo a agilizar o aprendizado. São tópicos de um ou dois parágrafos, focando apenas no que possui importância, ou seja, escrevemos apenas a essência da informação, sem nos preocuparmos com coisas desnecessárias.

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