



## Perfiles profesionales 2.0

By Aced, Cristina, (aut.)

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Encuadernación: Rústica Colección: Tic cero, 32 Internet ha revolucionado el mercado. La era 2.0 es la era de la conversación global y la participación. Las reglas del juego han cambiado y las empresas deben adaptarse si quieren sobrevivir en este nuevo entorno, y para ello necesitan profesionales preparados. El ámbito del marketing, las relaciones públicas y la publicidad precisa de nuevos perfiles profesionales. Este libro presenta estas nuevas profesiones, explica en qué consisten y cuáles son las competencias necesarias para desempeñarlas con éxito y para estar preparado para el futuro laboral inminente.



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