



Director general de la tierra (Narrativa Empresarial) (Spanish Edition)

Simon Hammond

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Una entretenida y reflexiva historia sobre la importancia de las marcas • Un libro distinto sobre marketing ¿Qué pasaría si unos extraterrestres te encargaran la misión de elaborar una estrategia de marketing para el planeta Tierra como el mejor destino turístico del universo? Esta es la divertida y educativa historia de un joven estudiante que para pagar su MBA trabajo vistiéndose de payaso en un McDonald's. Cuando llegan unos extraterrestres y ven la ubicuidad de los arcos dorados, creen que el joven vestido de Ronald Mc.Donald es el líder del mundo. Le encargan la misión de promocionar la Tierra como destino turístico. El joven ante ese desafío busca el asesoramiento de grandes íconos terrícolas como Richard Branson, Larry Page y otros. Entre todos sintetizan cuáles han de ser las mejores herramientas para desarrollar una marca poderosa.

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