



Social Media Vertriebscode: GEKNACKT!: Was Unternehmen von Facebook & Co. lernen sollten (German Edition)

Martin Sanger

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Social Media ist in aller Munde: Facebook, Twitter, Pinterest, YouTube - alle diese Plattformen boomen nachhaltig. Wahrend die einen Firmen versuchen alle Moglichkeiten zu nutzen und sich dabei nicht selten verzetteln, legen die anderen eine beinahe trotzig Verweigerungshaltung an den Tag. Die Besonderheit dieses Buches besteht darin, dass es die bestehenden Online Plattformen nicht bloss analysiert und die spannenden Zusammenhange erklart, sondern die erfolgsbestimmenden Verhaltensweisen der Nutzer so beschreibt, dass der Leser die Motive der Anwender versteht und auch in seinem Alltag als Verkaufer- oder Unternehmer so umsetzen kann, dass eine spurbare Umsatzsteigerung einsetzt.

Dieses Buch erklart nicht, wie man Social Media nutzt, sondern wie man die erkennbaren Handlungsmotive der Nutzer fur das eigene Unternehmen gewinnbringend und vor allem in der realen offline-Welt der Kundenbeziehungen einsetzen kann. Mit konkreten Erfolgsbeispielen und spannenden Einblicken offnet dieses Buch auch dem groten Netzmuffel die Augen.

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