



FACEBOOK: Mejore sus relaciones conociendo la red social que conecta al mundo

By Xantal Llavina

Bresca Editorial. Encuadernación de tapa blanda. Book Condition: Nuevo. El libro aporta toda la información que deberíamos conocer acerca de esta red social: el Rey de las Redes. Actualmente es la red social con más afiliados en todo el mundo que ha cambiado para siempre el modo de relacionarnos, entretenemos y de entender la nueva publicidad. Un espacio web gratuito creado inicialmente para la comunicación social de los estudiantes de Harvard que, sin saber lo que pasaría, se ha expandido por todo el mundo con casi 700 millones de usuarios. -Con este libro conocerá cómo nació la mayor red social del mundo y los secretos de su éxito. -En pocos años se ha convertido en un gigante de las conexiones con 700 millones de seguidores. -La red saldrá a bolsa el año 2012 con una capitalización de 100.000 millones de dólares. -Facebook se ha convertido en el gran negocio de la nueva publicidad y la nueva comunicación.



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