



Plataforma: Hazte oír en un mundo ruidoso (Spanish Edition)

Michael Hyatt

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Michael Hyatt, uno de los blogueros más importantes del mundo en el área de negocios, nos ofrece una guía práctica para crear y desarrollar una poderosa plataforma.

Para tener éxito en el mercado actual, usted debe tener dos bienes estratégicos: un producto atractivo y una importante plataforma. En esta guía paso a paso, Michael Hyatt, ex gerente general y actual presidente de la editorial Thomas Nelson, lleva a los lectores, entre bastidores, al nuevo mundo del éxito en las redes sociales. Hyatt muestra lo que están haciendo ahora los autores de mayor ventas, oradores, emprendedores, músicos y otras personas creativas para conseguir clientes en el abarrotado mercado actual. Hyatt habla desde su propia experiencia, pues es el escritor de uno de los 800 blogs más importantes del mundo y tiene más de 100.000 seguidores en Twitter. Su amplia y creciente plataforma es la base de su exitosa práctica como escritor, orador y consultor.

En *Plataforma*, Hyatt enseñará a los lectores no solo a ampliar su influencia, sino también a convertirla en dinero y construir una carrera profesional sostenible. ¿La clave? Establecer una plataforma. Nunca ha sido más fácil, económico y viable que ahora... El libro incluye:

- estrategias comprobadas
- fórmulas que se pueden reaplicar fácilmente
- consejos útiles

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