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Un influencer es una persona que cuenta con cierta credibilidad sobre un tema concreto, y por su presencia e influencia en redes sociales puede llegar a convertirse en un prescriptor interesante tanto para una marca determinada como para marcar una tendencia, o para armar su propio negocio.

Además, según el autor de este libro, un influencer verdadero, tiene que ser una persona accesible y auténtica que está convencida de lo que pregona.

En este libro, Carlos Rebate, entrevista a distintos influencers del mundo en distintos campos y busca conocer cuáles han sido los secretos de sus éxitos y los consejos para que cualquiera pueda convertirse en un influencer y montar su propio negocio en Internet.

<b>Title</b>	:	Influencers
<b>Author</b>	:	Carlos Rebate
<b>Categoría</b>	:	Mercadotecnia y ventas
<b>Publicación</b>	:	25/09/2017
<b>Editorial</b>	:	Empresa Activa
<b>Vendedor</b>	:	Digital Books SL
<b>Páginas impresas</b>	:	256 páginas
<b>File Size</b>	:	1.28MB

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