



# Vender me gusta (Empresa (plataforma)) (Spanish Edition)

*Lorenzo Cavalieri*

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Si incluso en una época de profunda crisis económica como la que estamos viviendo abundan los puestos de vendedores en las ofertas de empleo, es porque en las economías desarrolladas, gracias a la globalización y las nuevas tecnologías, se reduce el número de los que producen y aumenta el de los que venden. Hay cada vez menos personas en las fábricas y más en contacto con el cliente. La dimensión comercial está muy presente en todas las profesiones, y por eso es fundamental añadir la habilidad comercial a las habilidades técnicas.

Vender me gusta es un libro apasionante que celebra el arte de la venta y desmonta muchos tópicos al respecto. Vender es una actividad –muy lejos ya del estereotipo del vendedor simpático e invasivo– que nadie puede ignorar y que puede ser totalmente loable desde el punto de vista ético a la vez que muy estimulante intelectualmente.

Con más de diez años de experiencia comercial en diversos sectores, el autor demuestra en estas páginas por qué el sistema económico no puede tolerar que alguien piense «la venta no es para mí». Se trata, por tanto, de una obra dirigida no sólo a quienes ocupan un puesto comercial, sino a todos los profesionales que deseen estar a la altura de las demandas del mercado de trabajo actual.

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### **From reader reviews:**

#### **Catherine Hershey:**

Playing with family inside a park, coming to see the ocean world or hanging out with pals is thing that usually you could have done when you have spare time, after that why you don't try factor that really opposite from that. Just one activity that make you not sensation tired but still relaxing, trilling like on roller coaster you already been ride on and with addition details. Even you love Vender me gusta (Empresa (plataforma)) (Spanish Edition), you are able to enjoy both. It is very good combination right, you still need to miss it? What kind of hang-out type is it? Oh seriously its mind hangout people. What? Still don't have it, oh come on its known as reading friends.

#### **Katherine Clark:**

Are you kind of active person, only have 10 or perhaps 15 minute in your moment to upgrading your mind skill or thinking skill even analytical thinking? Then you are experiencing problem with the book in comparison with can satisfy your short space of time to read it because all this time you only find publication that need more time to be learn. Vender me gusta (Empresa (plataforma)) (Spanish Edition) can be your answer as it can be read by anyone who have those short spare time problems.

#### **Cami Raley:**

Is it you actually who having spare time subsequently spend it whole day by means of watching television programs or just resting on the bed? Do you need something totally new? This Vender me gusta (Empresa (plataforma)) (Spanish Edition) can be the respond to, oh how comes? The new book you know. You are therefore out of date, spending your free time by reading in this brand-new era is common not a geek activity. So what these books have than the others?

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