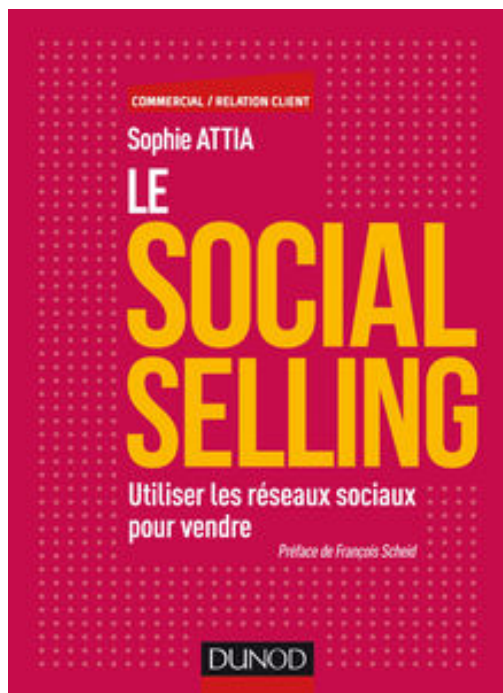


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Pourquoi l'utilisation des réseaux sociaux est un atout dans la relation commerciale? Etes-vous prêt à vous lancer dans le social selling? Est-ce le bon moment? Quel réseau social choisir? Comment ça marche? Comment mesurer les résultats de votre démarche? Telles sont les questions auxquelles répond ce livre.

A partir d'exemples concrets, de tout secteur, en BtoB et BtoC, il propose une méthode claire et des techniques simples pour faire des réseaux sociaux une arme commerciale!

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