



Los secretos del mundo comercial (Empresa) (Spanish Edition)

Javier Scherk

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Desde la innovación en productos donde parecía que estaba todo inventado hasta la manera de optimizar la distribución, de resaltar el producto en el punto de venta o de motivar al equipo comercial, todos los aspectos de una venta quedan al descubierto en estas páginas, un básico para quienes quieran incrementar sus dotes comerciales tanto como para aquellos que deseen saber cómo se gestiona la venta de los productos que todos compramos.

Javier Scherk, fundador y director de Winche Redes Comerciales, nos abre las puertas de los despachos de los grandes directivos españoles, que nos cuentan las claves del éxito comercial de empresas como Nestlé, Henkel, Unilever, Affinity, Sara Lee, PepsiCo, Bimbo, Tatay, Coty, Gallina Blanca, Kaiku, Kellogg's, Ferrero, Mattel, Colhogar o Egon Zehnder.

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