



Conseguir lo imposible (Spanish Edition)

Luis Carbajo

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El uso de las nuevas tecnologías y su aprovechamiento para vender on-line no requiere de grandes recursos para comenzar. En la actualidad, existen empresas y herramientas que hacen el trabajo por ti, para que, independientemente del tamaño de tu empresa, puedas vender on-line, sea cual fuere tu producto, y participar en el mercado internacional. Puedes conseguir clientes en Rusia, China o Alemania usando plataformas digitales de bajo coste que reúnen a empresas y clientes de todo el mundo.

Buena parte de este tráfico comercial se gestiona a través de marketplaces y en España la más importante plataforma de compraventa entre empresas y profesionales es SoloStocks. En este libro, Luis Carbajo, su consejero delegado, nos presenta diez casos de pequeñas empresas que han «conseguido lo imposible»: alcanzaron un público más amplio, aumentaron sus ventas e internacionalizaron su actividad gracias al mundo digital y con muy poca inversión. Diez ejemplos de las posibilidades que ofrecen las nuevas tecnologías para triunfar en el mundo de los negocios.

Un libro para aquellos que tienen una pequeña empresa, creen que es imposible vender on-line y ya mucho menos exportar. Aquí podrán ver casos concretos que prueban que sí se puede, con ejemplos de pymes que venden máquinas para hacer churros en sitios tan remotos como Malasia o que facturan hasta el 90 % de sus ingresos mediante e-commerce.

SoloStocks recibió en el año 2014 el Premio al Mejor E-commerce B2B en los E-commerce Awards.

«El comercio electrónico será un sector amplio en el que triunfarán numerosas empresas al mismo tiempo, con estrategias diferentes».

Jeff Bezos, fundador de Amazon

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