



## El marketing del permiso: 1 (Gestion Del Conocimiento) (Spanish Edition)



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# El marketing del permiso: 1 (Gestion Del Conocimiento) (Spanish Edition)

Seth Godin

**El marketing del permiso: 1 (Gestion Del Conocimiento) (Spanish Edition) Seth Godin**

Un clásico del marketing cada vez más vigente. Un libro que se vuelve a poner a disposición de los lectores. Este es el libro que hizo famoso a Seth Godin y en el que se marca el cambio del paradigma del marketing, que debe pasar a ser del marketing de interrupción, al marketing del permiso que es el que impera en Internet. Este libro que se publicó por primera vez en 1999 se ha vuelto cada vez más vigente y necesario para cualquiera que se dedique a temas de marketing y comunicación.

Seth Godin Seth Godin es autor de más de 15 *best sellers* internacionales y tiene uno de los blogs más seguidos del mundo. Es una referencia en temas de marketing, comunicación y redes sociales.

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About the Author

Seth Godin, Vice-President, Direct Marketing, Yahoo! Inc., is responsible for Yahoo!'s direct marketing, permission marketing and Internet promotions. Godin joined Yahoo! in 1998 from Yoyodyne, where he served as president and CEO. Yahoo! acquired Yoyodyne, a recognized leader in Internet-based interactive direct marketing, last year.

Recognized as the pioneer of Permission Marketing, Godin is a sought-after speaker on the conference circuit, having presented at the Direct Marketing Association's annual conference, Jupiter events, and ICE, as well as international marketing forums. Last year, Godin was one of the highest ranked speakers, among 403 presenters at Internet World. He is a featured speaker at Fall, Spring and Summer I-Worlds. Godin is also the recipient of the 1998 Momentum Award, honoring outstanding Internet industry accomplishments.

Godin received an M.B.A. from Stanford Business School in 1984. Prior to graduating from Tufts University in 1982 with a degree in both Computer Science and Philosophy, Godin co-founded and ran one of the largest student-run businesses in the country. From 1983 to 1986 he worked as a brand manager at Spinnaker Software, where he led the team that developed the first generation of multimedia products, working with such forward-thinkers as Arthur C. Clarke and Michael Crichton. He managed 40 engineers and introduced more than 60 software and video products to the marketplace.

Godin is the author and co-author of a number of top-selling business books, including "E-Marketing, " the first book ever published on how to do business online; "The Guerilla Marketing Handbook, " part of the best-selling "Guerilla Marketing" series; "The Information Please Business Almanac, " a ground-breaking business reference book; and "Permission Marketing: Turning Strangers into Freinds, and Friends into Customers."

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