



El modelo Freemium: La estrategia comercial para atraer clientes de forma masiva (Gestión y Marketing) (Spanish Edition)

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La estrategia comercial para atraer clientes de forma masiva

Este libro es una guía práctica y accesible para entender y aplicar el modelo Freemium, que le aportará la información esencial y le permitirá ganar tiempo.

En tan solo 50 minutos usted podrá:

- Descubrir y entender los tipos de gratuidad existentes
- Establecer un equilibrio positivo entre los productos gratis y de pago
- Evaluar los riesgos y la idoneidad de su producto

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