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“Si buscas resultados distintos,
no hagas siempre lo mismo.” Albert Einstein

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Luis Bassat is the founder and honorary president of Grupo Bassat Ogilvy and the president of the Fundación Carmen y Luis Bassat (Carmen and Luis Bassat Foundation). He holds conferences all over the world, and his private collection is displayed at the Museo de Arte Contemporáneo de Mataró (Mataró Museum of Contemporary Art). He is the author of *Confesiones personales de un publicitario*, *El libro rojo de la publicidad*, and *El libro rojo de las marcas*. Isak Andic is the cofounder and president of the popular Spanish fashion group Mango.

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One of Spain's most successful publicists shares his marketing wisdom by detailing commercial intelligence—what it is, why it's necessary, and how to acquire it. Luis Bassat uses many examples, such as a comparison between painters Picasso and Van Gogh in terms of commercial appeal and sales, to illustrate the importance of the concept, which he purports instills confidence, something all types of businesses and professionals need in order to thrive. Included are testimonies from modern commercial intelligence exponents, including Isak Andic of Mango, Peter Brabeck of Nestlé, Shelly Lazarus of Ogilvy & Mather Worldwide, Ingvar Sviggum of Ford of Europe, and Kees van der Graaf of Unilever.

Uno de los publicistas más exitosos de España comparte su sabiduría del mercadeo detallando la inteligencia comercial—qué es, para qué es necesaria y cómo se puede adquirir. Luis Bassat utiliza muchos ejemplos, entre ellos una comparación entre los pintores Picasso y Van Gogh en cuanto a su atractivo comercial y sus ventas, para ilustrar la importancia del concepto, el cual el autor alega que inculca confianza, algo que todo tipo de empresa y de profesional necesita para prosperar. Se incluyen testimonios de exponentes contemporáneos de la inteligencia comercial, incluyendo Isak Andic de Mango, Peter Brabeck de Nestlé, Shelly Lazarus de Ogilvy & Mather Worldwide, Ingvar Sviggum de Ford of Europe y Kees van der Graaf de Unilever.

- Sales Rank: #2784776 in Books
- Published on: 2012-04-01
- Original language: Spanish
- Number of items: 1
- Dimensions: 9.00" h x 5.75" w x .25" l, .0 pounds
- Binding: Paperback
- 192 pages

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Compendio de buenas prácticas en las ventas y la publicidad

By Chema Ballarin

"Un cliente satisfecho se lo dice a tres amigos. Un cliente enfadado a tres mil."

"Conservar un cliente es como conseguir una esposa feliz. Hay que decirle que la quieres todos los días"

Valgan estas dos frases para describir de manera resumida el contenido de este libro: no espere el lector un ensayo sobre el concepto de inteligencia comercial entendida como una de las múltiples inteligencias que puede albergar nuestro cerebro y de cómo cultivarla y desarrollarla. Este libro es más bien un compendio de ideas, experiencias y buenas prácticas que todo el mundo que quiera ser un comercial inteligente debería aplicar. A través de su experiencia como empresario y publicista, Luis Bassat comparte en un tono ameno y fácil de entender lo que a su entendimiento debería ser la labor comercial de un profesional de las ventas. A esto añade un capítulo donde entrevista sucintamente a nueve personalidades empresariales de nuestro país y extranjeras para recoger sus impresiones (breves) sobre varias preguntas relacionadas con el mundo de la venta.

Sin descubrirme nada nuevo y sin tener la profundidad esperada, me ha gustado el libro. Siento mucho respeto por el autor, al que admiro profesionalmente, y me gusta su manera de recalcar lo esencial en las ventas, que a veces perdemos. Personalmente le hubiera dedicado más tiempo a las entrevistas con los personajes del capítulo 4 ya que creo que se podría haber sacado mucho más material de su experiencia.

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