

Cómo Funciona Tu Cerebro Para Dummies Néstor Braidot

Cómo funciona tu cerebro para Dummies La cara humana de la venta Neuroproducto - 1ra edición
Cómo capacitar excelentes docentes innovadores Néstor Braidot Carlos González Andrés Felipe Soto Orejuela Menchén Bellón, Francisco

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puedo asegurar que estamos en presencia de un libro sobre ventas muy diferente al resto estamos ante una verdadera guía para mejorar el desempeño y alcanzar resultados para vendedores supervisores mandos medios de ventas y para gerentes y directivos que abracen la comercialización un conjunto de contenidos en los cuales encontrarás conexión con los propósitos y conceptualizaciones que realmente se necesitan para comprender la cara humana de la venta todo bajado a tierra con experiencias personales ejemplos de la realidad casos de estudio y una exquisita cantidad de historias conclusiones y recomendaciones que no tienen desperdicio el autor nos lleva a conectar conceptualizar concretar y concluir como parte de un andamiaje formativo que él mismo creó conscientemente para todos los lectores fragmento extraído del prólogo gabriel paradiso ceo de umana y autor del best seller feedback consciente

este libro trata el desarrollo e innovación de productos desde el neuromarketing y propone siete metodologías a través de las cuales se puede construir una propuesta de valor de estos bienes servicios empresas marcas entre otros además ofrece al lector una nueva fuente de conocimiento para aplicar directamente en cualquier tipo de emprendimiento por lo cual es un material de consulta permanente durante el proceso de emprender un negocio presenta una nueva perspectiva desde el

estudio del comportamiento biológico del ser humano a través de las diversas fuentes de investigación científica desde la cual se pueda reflexionar y comprender que la creatividad e innovación de productos es un proceso que debe partir desde la propia esencia biológica humana adicionalmente aporta conocimientos de neurociencias y neuromarketing a disciplinas como la innovación y creación de productos que hasta el momento no se habían tenido en cuenta dirigido a estudiantes técnicos tecnólogos y profesionales que aborden el tema de la creación de empresas o emprendimiento y neuromarketing además sirve como material de consulta permanente para los pequeños y medianos empresarios personas que están creando iniciativas de emprendimiento que necesiten herramientas que los lleven a un buen proceso con el cual puedan sobrevivir frente a la competencia en colombia y en latinoamérica incluye neuromarketing y neurociencia antropología del comportamiento del consumidor principios de psicología publicidad e investigación de mercados

francisco menchén con gran maestría ofrece a los docentes en este atinado ensayo la oportunidad de conectar la dimensión mágica de la vida con la sabiduría divina cada ser humano debe explorar en su interior el sentido principal de su existencia ser creatio ser autor y actor de su propia historia será la transformación más genial mar a c ndida moraes doctora en educación investigadora sénior de cnpq brasil cuando la experiencia el talento el conocimiento profundo y la visión humanista de la educación se entrelazan para producir una obra tratando la capacitación y la excelencia docente en un sistema creatio humano producen un maravilloso resultado de profundidad científica y desarrollos prácticos al servicio de investigadores profesionales y estudiantes esto es al servicio de las personas y de la educación mario martín brisdirector de la cátedra iberoamericana de educación en la universidad de Alcalá Madrid España grandiosa la obra de francisco menchén maestro de maestros este libro diseñado de forma magistral es indispensable para la formación de docentes en un mundo lleno de retos y cambios acelerados es un manantial de sabiduría e innovación para revitalizar la educación solo leer el índice te atrapará y en él encontrarás estrategias para conocer las 5 es del sistema creativo gilda waiburddirectora general de icret creatividad aplicada educación empresa y desarrollo humano autora de varios libros de creatividad México

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