



E-commerce-book 2016 (Italian Edition)

Gianluca Diegoli

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Questo libro è una raccolta – ragionata, aggiornata e in ordine logico – di articoli sull'ecommerce, apparsi sul mio blog [mini]marketing, negli ultimi 24 mesi. Contiene idee, suggerimenti, visioni, suggestioni, commenti, analisi sul mondo del commercio elettronico, ma anche del digital e della vendita in generale.

Il tutto visto da uno che ha accumulato 15 anni di esperienza sul campo con grandissime aziende, PMI e startup conseguendo fantastici successi e rovinosi fallimenti. Ma da ognuno ha imparato qualcosa su quella cosa in continua evoluzione chiamata ecommerce e vendita online.

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