



Professionnels du chiffre : marketing et relations clients 2.0: Réussir ses stratégies marketing (French Edition)

Philippe Ledent

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Les clés essentielles du marketing 2.0 à la portée de tous !

Le professionnel du chiffre, « médecin de famille » des PME, professions libérales et indépendants ! En ces temps de crise et de mutation de notre société, le professionnel du chiffre joue un rôle capital dans la santé de ces différents acteurs.

Le marketing fait partie intégrante du quotidien d'un professionnel du chiffre, sans que celui-ci en soit forcément conscient ou ne soit formé à l'exercice.

Découvrez les clés d'un marketing réussi et respectueux des réglementations en vigueur dans le domaine.

À PROPOS DE L'AUTEUR

Philippe Ledent est titulaire d'un Master en politique économique et sociale de l'Université de Louvain. Il est aujourd'hui à la tête de LCM, un cabinet de conseil en stratégie opérationnelle, en organisation et en management de TPE et PME. Il est également consultant agréé par la Région wallonne.

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