



Twitter para todos (Spanish Edition)

By Ana María Jaramillo

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Twitter para todos (su negocio en 140 caracteres) es un texto indispensable para iniciarse en las nuevas tecnologías que han inundado el mundo. La experimentada periodista Ana Maria Jaramillo, escribe un manual con anécdotas e instrucciones precisas sobre lo que se ha denominado "Social Media". El "Social Media" es la posibilidad de cualquier persona de crear un contenido sugerente, publicarlo a través del Internet y recibir retroalimentación directa de quienes lo leen. La autora con este libro, el primero en su género escrito en español, busca que el lector pueda abrir al menos una cuenta en Twitter y que trabaje para fortalecer su marca, sus productos, divulgar sus sueños y fungir de reportero. En un lenguaje sencillo se realiza una completa panorámica de las virtudes y el futuro de esta nueva herramienta virtual. / Twitter for all (its business in 140 characters) is an essential text messenger for beginners in new technologies that have flooded the world. The experienced journalist Ana Maria Jaramillo wrote a manual with anecdotes and precise instructions on what has been called "Social Media." The "Social Media" is the ability of anyone to create suggestive content, publish it through the Internet and receive direct feedback from those who read it.

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