



# Home runs de innovación: Historias y estrategias detrás de lanzamientos (muy) exitosos (Spanish Edition)

*Ricardo Perret*

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Desde hace más de diez años, Ricardo Perret se ha dedicado a asesorar cientos de empresas en más de una decena de países para conocer con mayor profundidad a sus clientes, innovar, lanzar y posicionar productos y servicios. Este libro nos ofrece un recorrido único por las historias y las estrategias más extraordinarias detrás de lanzamientos exitosos.

Aquí aprenderás, entre otras cosas:

- A identificar oportunidades, ventajas, tendencias y momentos de consumo.
- A valerte del neuromarketing -que combina las neurociencias con el mercadeo para conectar mejor con tu nicho psicográfico- para alcanzar tus objetivos.
- Cuál debe ser la actitud frente a la competencia y los distribuidores.
- La importancia del diseño del empaque ideal y la selección del nombre correcto al lanzar productos ganadores.
- A conocer cómo administrar los procesos y recursos al interior de tu empresa cuando se trata de innovar.

No importa si tu empresa es grande, mediana, pequeña o incluso si te encuentras en la etapa previa a emprender la gran aventura de tu vida: paso a paso -base a base- y como nunca antes lo has leído, Home runs de innovación te mostrará las perspectivas fundamentales para un lanzamiento triunfal.

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