



Mirando Resultados 2.0 (Portuguese Edition)

Ricardo Almeida

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Segunda edição do Mirando Resultados, publicado em 2001, Mirando Resultados 2.0 apresenta a Metodologia Moebius de Planejamento Web, líder de mercado na América Latina, adaptada de acordo com as mudanças de mercado que caracterizam o novo contexto em que vivemos. Ao invés de focar-se, por exemplo, no planejamento de um projeto Web, a Metodologia trabalha também as acentuadas mudanças em toda a cadeia de negócios trazidas pela implementação de projetos que, se são baseados prioritariamente na Internet, tem presença assegurada também no mundo offline. Mirando Resultados 2.0 segue este novo contexto e os princípios de um dos mercados mais dinâmicos já vistos - o mercado interativo - apresentando uma metodologia ágil, simples e eficaz para que empresas dos mais diversos portes consigam fortalecer as suas presenças e relacionamentos com os seus clientes.

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