

Redes sociales en la empresa

Social networks in businesses



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Social networks emerged only a few years ago as an internet phenomenon initially aimed at a young or student audience, but which has come to constitute a new space for human communication so unique that it is profoundly altering the relationships between business and client, brand and consumer.

In this new communication context, networks such as Facebook (with its 750 million users), Twitter (275 million), LinkedIn (over 100 millions of professionals registered) and the more recent Google+ are no longer anecdotes or passing fads. Social networks have become the protagonists of this new social- and technological revolution and a new communication channel which, in a few years, will represent half of all global advertising business.

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