



TITLE:
Mercadotecnia (Marketing)

AUTHOR:
Brian Tracy

READ BY:
Johnny Peña

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"Brian Tracy is one of the country's leading authorities on the development of human potential and personal effectiveness. Tracy will lead you to more time and success." — *The Business Journal*

Mercadotecnia (Marketing)

by Brian Tracy

Read by Johnny Peña

The success or failure of your business depends on your marketing efforts.

This indispensable guide contains twenty-one powerful ideas you can use to immediately improve your strategic marketing results. You'll discover how to accomplish the following: Build your customer base; Set yourself apart from the competition; Answer three crucial questions about any new product or service; Use market research and focus groups to fuel better decisions; Fulfill a basic emotional need for buyers; Determine the correct price point for your offerings; Become truly customer-focused; Make the most of your distribution channels; Master the concepts of specialization, differentiation, segmentation, and concentration; Give customers a reason to switch from your competitors; And more.

Packed with time-tested marketing strategies, this practical and portable book demonstrates how to overcome the competition, increase sales and profitability, and dominate your market niche.

AUTHOR

Brian Tracy is the chairman and CEO of Brian Tracy International. As a keynote speaker and seminar leader, he addresses more than 250,000 people each year. He is the bestselling author of more than fifty books that have been translated into dozens of languages.

READ BY

Johnny Peña is a Spanish voice actor from the Valle del Cauca in Colombia who works on radio commercials, institutional narration, and audiobooks. He began voice acting by imitating the voices from television shows such as Bonanza and Wonder Woman and, since moving to the US in 2005, has recorded voiceover for clients such as Ryobi, Home Depot, HarperCollins, and Edson Films.