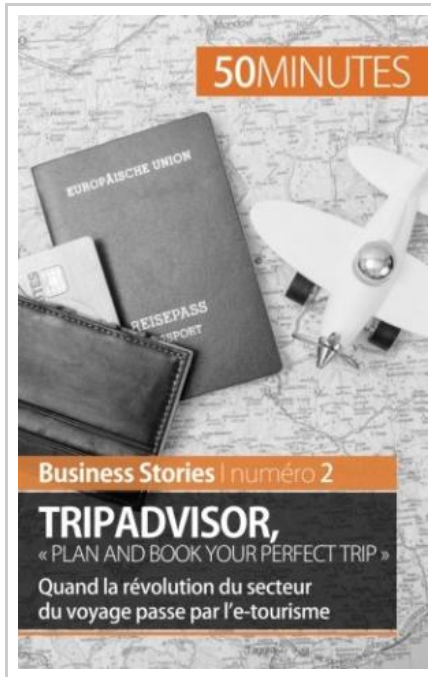




TripAdvisor, « Plan and book your perfect trip »

By Charlotte Bouillot

50 Minutes Jul 2015, 2015. Taschenbuch. Book Condition: Neu. 203x127x2 mm. This item is printed on demand - Print on Demand Neuware - Un guide pratique et accessible pour découvrir la Success Story de TripAdvisor Quelle histoire se cache derrière le succès international du hibou aux yeux bicolores de TripAdvisor Comment cette plateforme, aujourd'hui considérée comme la plus grande communauté de voyageurs au monde, s'est-elle hissée au rang de géant du secteur de l'e-tourisme, se faisant une place aux côtés de Booking ou d'Expedia Ce livre vous aidera à : . Percevoir les prémices et les enjeux de l'avènement du Web 2.0 . Comprendre les motivations et ambitions de la plateforme au célèbre hibou . Analyser les fondements du crowdsourcing . Et bien plus encore ! Le mot de l'éditeur : « Avec l'auteur, Charlotte Bouillot, nous avons cherché à présenter aux lecteurs la formidable aventure du hibou aux yeux vert et rouge au travers de la vie de Stephen Kaufer et de sa femme, de l'analyse du business model ainsi que des éléments d'actualité qui enrichissent toujours un peu plus le parcours de ce géant de l'e-tourisme. » Juliette Nève À PROPOS DE LA SÉRIE 50MINUTES | Business Stories...



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