



Le freemium business-model du web: Comment utiliser le gratuit pour mieux vendre ? (Gestion & Marketing t. 17) (French Edition)

Mouna Guidiri, 50 minutes

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Un guide pratique et accessible pour comprendre le business-model du freemium

There's no such thing as a free lunch : la phrase le dit bien, rien n'est vraiment gratuit. Pas même les échantillons qu'une entreprise peut distribuer, ou les versions d'essai de logiciels. En réalité, il s'agit d'un des meilleurs moyens d'attirer le client et de l'inciter, à moyen terme, à acheter le produit qu'il aura pu découvrir gratuitement. Proposer une version gratuite (free) et une version payante plus aboutie (premium) : c'est là, en substance, ce que prône le freemium.

Ce livre vous aidera à :

- Maîtriser rapidement la notion du freemium
- Utiliser le gratuit pour mieux vendre vos produits
- Mieux définir vos stratégies de prix et d'acquisition de clients
- Explorer de nouveaux modèles économiques liés à Internet
- Et bien plus encore !

Le mot de l'éditeur :

« Avec l'auteur, Mouna Guidiri, nous avons cherché à présenter aux lecteurs ce modèle particulier qui bouleverse actuellement le monde économique. Son fonctionnement, lié aux avancées technologiques, bouscule les mentalités et façonne un nouvel espace de vente jusqu'alors insoupçonné. »

Juliette Nève

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