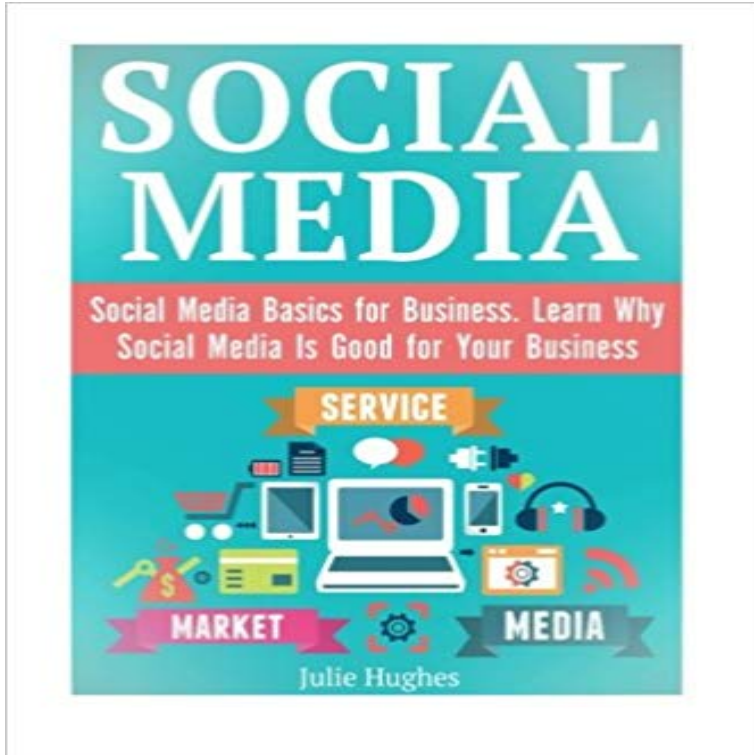


# Social Media: Social Media Basics for Business. Learn Why Social Media Is Good for Your Business



In recent years, studies have shown that being able to acquire success in business is no longer as easy as it used to be. In the past, simple traditional methods of business development and sustenance were enough for any business to thrive. This is definitely no longer the situation. It is all about the knowledge and use of technology. The world has become technologically driven and those who are not able to understand this trend find it difficult to get along with normalcy. The access to and use of social media has brought about so many changes to the world of business and socializing. A completely different wave has been brought into communication accessibility and customer relations. This on its own has greatly eased the process of marketing. This book is all about taking advantage of the provisions that have been made by the creation and development of social media. Recent research revealed that this is a very effective platform for businesses. Would you like to market your business in a way that can get tremendous results? Would you like to be at the top of the radar of success? There is so much to be learned from the pages of this book! Here are a few of the things you will learn: What is social media? Social media marketing How you can enhance your business and marketing goals using social media Social networking websites that can enhance your marketing efforts to help you achieve your business goals Social media strategies and marketing tools What you need to know about mobile marketing

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22\_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22\_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122\_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22\_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122\_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122\_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen. Seguir leyendo

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