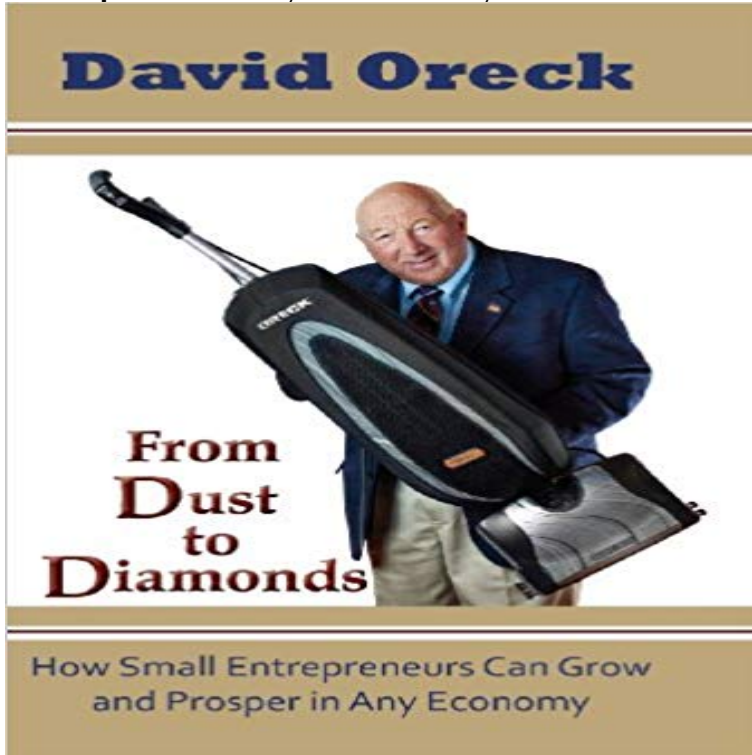


From Dust to Diamonds: How Small Entrepreneurs Can Grow and Prosper in Any Economy



Stop Discounting! Start Selling! For more than seven decades, David Oreck has been successfully marketing products to the American consumer. He took his little startup vacuum company and turned it into a household name and not by relying on big advertising or slick sales pitches. He understood that the customer does not want to be sold; they want value! Just like many small business people today, Oreck started his company on a shoestring and a dream but to compete with the national brands and big corporations, he had to get creative. This meant taking his product directly to consumers and bypassing the middlemen. Success was not easy and there were many challenges that could have suffocated his small company - but his persistence and marketing prowess kept the company going - and growing. It is easy to think that times have changed, but the truth is the consumer hasn't and once you really understand your customer you have the key that will solidify your place in the market. This is good news for all the little companies that may be wondering how they could ever compete with the bog box retailers of the world. Through unconventional wisdom that flies in the face of conventional marketing notions, Oreck explains how today's entrepreneur can create their own profitable niche in a very crowded market - no matter the economy. This specific time-tested knowledge can be the key to your business becoming profitable or falling by the wayside this year and offers more than 70 years of priceless real world marketing experience. Don't miss your chance to learn from one of the masters of business!

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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