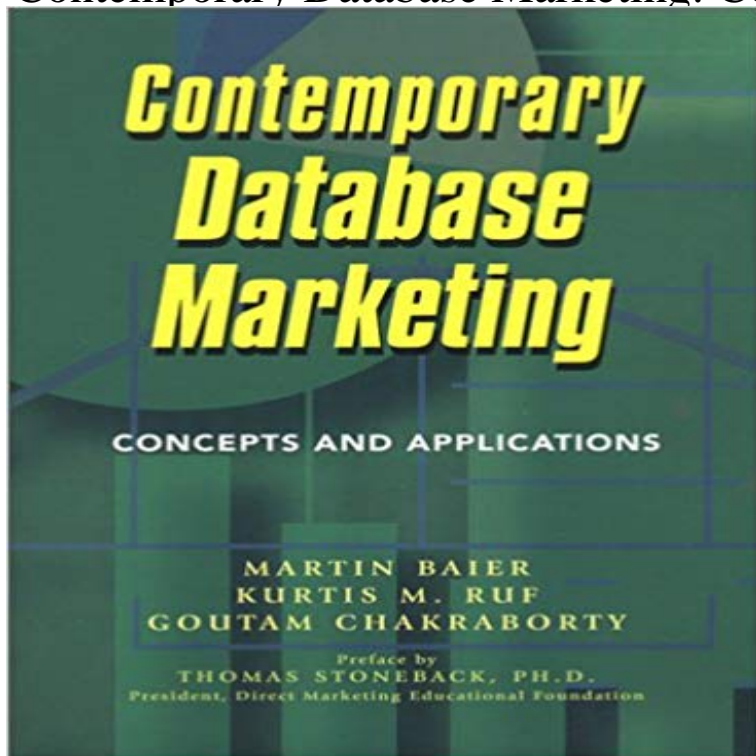


Contemporary Database Marketing: Concepts and Applications



Contemporary Database Marketing - Concepts and Applications puts dynamic new information and training tools in the hands of marketing students and practitioners with its dramatic new approach to the world of database marketing. It explains technical concepts in an easy-to-read text, demonstrates those concepts in cases and interactive workshops, and, through an accompanying CD, enables the reader to manipulate a storehouse of real-world information to test and develop his or her expertise with a near infinite number of applications. For many years, while some would-be marketers got caught up in the confusion of technobabble and consultant-speak, clever marketers were using database marketing principles and techniques to increase their profitability and strengthen their customer relationships. They often didn't call it database marketing but they benefited from it never the less. Now every marketer can share in those benefits. Contemporary Database Marketing does what it teaches: it is a truly invaluable interactive teaching and learning tool that will guide its reader to more profitable 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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