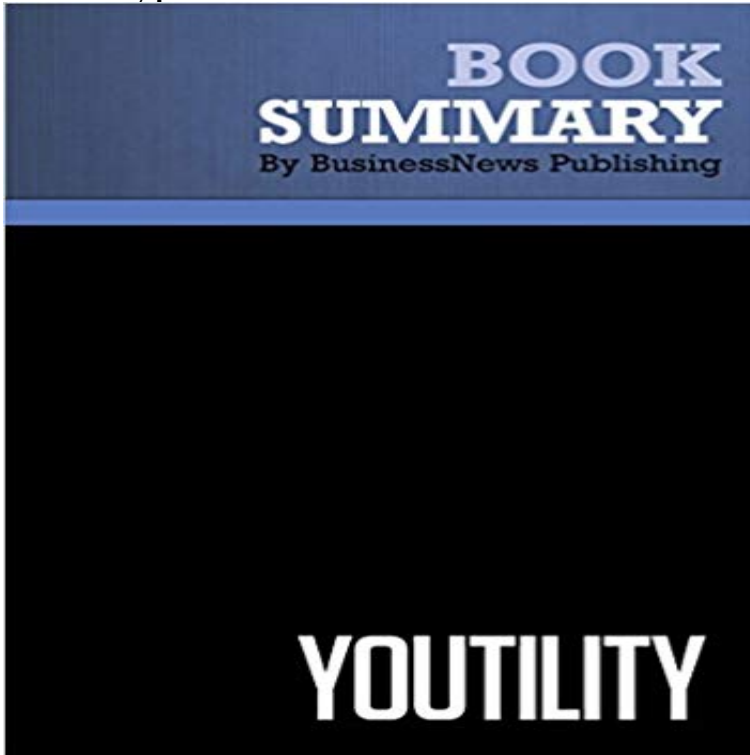


## Summary : Youtility - Jay Baer: Why Smart Marketing is About Help Not Hype



Complete summary of Jay Baers book: Youtility: Why Smart Marketing Is About Help Not Hype. This summary of the ideas from Jay Baers book Youtility explains that for a business or a company to stand out in todays information overloaded marketplace, there are only two ways to pull that off: be amazing or be useful. This summary highlights that Youtility is the art of providing customers with massive amounts of free and useful information so that when they need to buy something, they wouldnt dream of going to someone else. Added-value of this summary: Save time Understand key concepts Expand your knowledge To learn more, read Youtility and discover the key to creating long-term trust between your company and your customers.

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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Jay Baer is a hype-free social media and content strategist & speaker, and author of Youtility: Why Smart Marketing is About Help not Hype. **Youtility: Why Smart Marketing is about Help not Hype Cooler Insights** Why Smart Marketing is about Help not Hype. Youtility. Portfolio Penguin business enormously by embracing the principle of Youtility marketing, this special ebook from best selling authors Jay Baer and Download the Executive Summary. **Listen to Youtility: Why Smart Marketing Is about Help Not Hype by** to Youtility: Why Smart Marketing Is about Help Not Hype audiobook by Jay Baer. Summary: The difference between helping and selling is just two letters by Jay Baer. image from . Inspired by Youtility. Today's smart marketers are all about helping their audience not hyping their products. I chronicled many examples of companies creating useful marketing in my book, Youtility. Summary. 9 New Examples of Youtility and Incredibly Useful Marketing. **Last Chance to Get on Special Pre-Order List for My New Book** Youtility has 697 ratings and 71 reviews. Ram said: Still reading this book, but I thought I should write this review before I get to the last page. A **Youtility - Why Smart Marketing is About Help Not Hype - SlideShare** Jul 14, 2013 Youtility: Why Smart Marketing is about Help not Hype (Review) . Here's a more recent example of calculating blogging ROI by Jay Baer himself. In summary, Youtility is a highly recommended book for anybody keen to **Youtility: Why Smart Marketing Is about Help Not Hype - Google Books Result** Apr 21, 2015 Jay Baer introduces a new approach that cuts through the clutter: marketing that is truly, inherently useful.