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Analítica Web Con Google Analytics 2.0 (Spanish Edition)

#AWconGA

ANALÍTICA WEB CON GOOGLE ANALYTICS 2.0

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Synopsis

Todo lo que quisiste saber sobre analítica web, ahora en un libro. Y lo mejor, lo vas a entender. #AWconGA Analítica web con Google Analytics 2.0 es la evolución natural de Analítica web con Google Analytics publicado en junio de 2011, primer manual de Google Analytics publicado en castellano. En esta ocasión muestra las novedades de la última versión de Google Analytics e incluso empieza a mostrar lo que será Universal Analytics. #AWconGA es el manual y guía imprescindible si tienes que tratar con Google analytics en tu día a día, tanto si acabas de iniciarte en analítica web como si eres un usuario un poco más avanzado.

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