

Publicidad Principios Y Practicas William Wells

Octavio Olano

El cuarto bios. Estudios sobre comunicación e información Gonzalo Abril Curto, 2010-05 Este libro, derivado del Primer Encuentro Internacional de Investigadores en Información y Comunicación, celebrado en octubre de 2008, quiere responder al “giro comunicativo” que viene afectando a las ciencias humanas desde mediados del siglo XX, y a la evidencia de que la comunicación y la información son un espacio estratégico para los grandes cambios sociales, económicos, culturales y políticos de nuestros días. Responde también al compromiso de pensar aquel giro y este espacio críticamente, es decir, más allá de las censuras y autocensuras inherentes al actual sistema mediático, tejido de estructuras monopólicas de mercado y de formas tecnocráticas de regulación. La diversidad de los enfoques, de los intereses y de los métodos conforma un mapa modesto pero revelador de la heterogeneidad de las comarcas, relieves e itinerarios que conforman los procesos comunicativos contemporáneos. Así los autores de los textos, en su mayoría pertenecientes a la nueva generación de investigadores, abordan temas tan dispares como la vigencia de las metodologías de la semiótica, los estudios culturales o la cibernetica de segundo orden, el análisis de los dispositivos simbólicos de los nuevos medios y de la cultura digital, los imaginarios políticos y publicitarios contemporáneos o el descentramiento cultural de la educación.

Las reinas de Estado Jacqueline Dussaillant Christie, 2011 En las últimas décadas del siglo XIX, las grandes tiendas lideran un significativo cambio en las estrategias de venta del comercio de Santiago, el que se va modernizando al ritmo de las profundas transformaciones que experimenta la sociedad de la época. Los comerciantes emplean profusamente la publicidad y organizan variados eventos con el fin de atraer público hasta sus establecimientos. Sin embargo, la verdadera revolución es descubrir el potencial de la mujer como consumidora y de la clase media como mercado, realidad que da origen al curioso concepto de la manifestación del lujo. Fruto de una exhaustiva investigación y con gran cantidad de fuentes y fotografías inéditas, Jacqueline Dussaillant introduce al lector de este libro-que bien se lee como una fascinante novela-en las redes del comercio capitalino del siglo pasado y devela a través de los cambios en la moda y de la manera de hacer negocios a una sociedad que se renueva y que adopta las características de consumo del mundo moderno.

Publicidad, educación y nuevas tecnologías, 2005

La Marca Universitaria ,

Programa de Especializaciones en Ciencias de la Adminstration Universidad Nacional Autónoma de México. Facultad de

Contaduría y Administración. División de Estudios de Posgrado,2002

Conferencias del mes: año 2012 Instituto Confucio Universidad de La Habana,2020-08-26 El Instituto Confucio imparte conferencias mensuales sobre temas relacionados con la cultura China. Este libro incluye los textos de las conferencias que se impartieron durante el año 2012. Los títulos y los autores son los siguientes: 1. El lugar de China en la Modernidad-Mundo / MSc. Yanet Jiménez Rojas. - ENERO / 2012 2. Conversatorio sobre el curso: ¿China en su relación con el sur, modelo conductual, desafío, riesgo o esperanza? / Dra. María Teresa Montes de Oca Choy. - FEBRERO / 2012 3. Actualidad de la situación económica y financiera de China / MSc. Ernesché Rodríguez Asien. - ABRIL / 2012 4. El entorno legal de la publicidad en China. Aproximación a los principios orientadores de su práctica en la actualidad / MSc. Yadir González Hernández. - ABRIL / 2012 5. La comunidad china en Cuba; una visión desde parámetros contemporáneos / MSc. Yanet Jiménez Rojas. - JUNIO / 2012 6. La visión de los chinos reflejada en el libro De dónde son los cubanos / Lic. Federico Chang Po. - JUNIO / 2012 7. Presencia china en las artes plásticas de Cuba / MSc. Berta Carricarte Melgarez. - JUNIO / 2012 8. Legado de las deidades chinas / Dra. Mercedes Crespo Villate. - JUNIO / 2012 9. De Amoy a La Ciudad Amarilla / Lic. Teresa María Li Cecilio. - JULIO / 2012 10. La comida China de mis recuerdos / Lic. Ernesto Cuan Chong. SEPTIEMBRE / 2012 11. Experiencias agrarias en China entre 1949-1978 . Lic. Ricardo Leyva Pérez. - OCTUBRE / 2012

Acopios De Comunicaci—n Octavio Olano,2012-07-03 LIBRO PREMIADO EN EL XI FESTIVAL HISPANO DEL LIBRO EN HOUSTON, TEXAS U.S.A. Y NOMBRADO EL AUTOR COMO EL ESCRITOR DEL ANO. Acopios de Comunicacion, mas que un libro de cultura general, es un tratado educativo que nace desde el origen de la comunicacion, analizando el lenguaje sociolinguistico, la sociologia, antropologia y etologia de la comunicacion, asi como las conductas y logicas comunicativas como herramientas de difusion cultural, analizando la linguistica, la sociologia y la psicologia comunicativa, describiendo muy detalladamente las comunicaciones organizacionales, familiares y sociales, para desembocar posteriormente en las comunicaciones educativas y los conceptos pedagogicos concluyendo en el liderazgo y las relaciones humanas. Todo esto en una sola obra. Una ayuda imprescindible al medio academicoprofesional. Una obra indispensable en toda biblioteca.

Comunicación que funciona. Claves para triunfar en la vida y en la profesión desde la comunicación Bernardo R. Facta,2019-04-11 Aprovechar más el cúmulo inmenso de talentos y recursos de nuestra comunicación para ser más exitosos en la vida o la profesión, resume la intención principal de este libro. Llegar antes y de manera más plácida a nuestras metas vitales y profesionales, sería entonces el efecto deseado para sus lectores. Concebido gracias al aporte previo de una miríada de autores, investigadores y talentos que dedicaron tiempo y esfuerzo a decodificar nuestro enorme potencial, además de sugerir líneas para concretarlo en resultados exitosos, sus diferentes capítulos (de estilo intencionalmente desenfadado) invitan a un viaje a través de nosotros mismos, en el que cada parada hará énfasis en un área concreta de esa inmensidad de nuestro potencial, con el claro objetivo de llevarlos sólida y confiadamente a la concreción. Estudiantes, profesionales,

docentes, gente de negocios o cualquier persona interesada en aprovechar más y mejor sus capacidades para lograr sus objetivos, son destinatarios idóneos a quienes deseamos, feliz crecimiento y rápido éxito genuino, en lo que se propongan.

Publicidad William Wells, John Burnett, Sandra Moriarty, 1996

La publicidad en internet Vilma Sánchez del Castillo, 2007

Publicidad William Wells, John Burnett, Sandra Moriarty, 2007

PUBLICIDAD Williams Wells, 2007 La publicidad es en parte inspiración y en parte trabajo duro. En esta séptima edición de Publicidad: principios y práctica le llevamos detrás de las escenas de muchas campañas ganadoras de premios para descubrir el trabajo duro y explicar los objetivos, así como la inspiración que crearon algunas grandes campañas de publicidad. Veremos cómo las ideas se juntan; pasaremos por la toma de decisiones; y entenderemos los riesgos que enfrentaron los creadores de la publicidad.

Tres estudios sobre derecho penal Raúl Iruegas Alvarez, 2019 Además de presentar una revisión histórica del Estado como instrumento punitivo, así como de los modelos de enjuiciamiento hasta llegar a lo establecido en los códigos actuales, este libro analiza algunos aspectos relacionados con las teorías del proceso, el delito y la prueba. El objetivo es explicar el actual modelo acusatorio adversarial mexicano, a partir de la evolución del derecho penal. El autor desarrolla tres ejes: el proceso dentro del sistema de enjuiciamiento acusatorio, el funcionalismo normativo como teoría de imputación de responsabilidad penal y el régimen probatorio en el modelo adversarial nacional. También hace una descripción de las ideas penales y sus cambios a lo largo de diferentes corrientes de pensamiento, y culmina con una evaluación crítica de la implementación del modelo acusatorio adversarial en nuestro país.

El Libro español, 1980

Antártica, 1945

Fichero bibliográfico hispanoamericano, 1985

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