



Comunicación total (Libros profesionales) (Spanish Edition)

Angel Luis Cervera Fantoni

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Las empresas transmiten multitud de mensajes, ya sean voluntarios o involuntarios. Somos lo que decimos, pero también la manera en cómo lo decimos y la actitud con la que transmitimos: creando empleo, despidiendo trabajadores, haciendo publicidad, patrocinando eventos, gestionando crisis, lanzando productos, actuando en las redes sociales, etc.

El profesional o directivo debe entender, liderar y compartir pero, sobre todo, debe saber comunicar. Y COMUNICACIÓN TOTAL proporciona las herramientas para lograrlo con éxito, documentadas con numerosas experiencias y best practice profesionales, alguna de las cuales pasan inadvertidas no sólo a los ciudadanos de a pie, sino a responsables de la comunicación en empresas, organizaciones e instituciones.

COMUNICACIÓN TOTAL es un manual que proporciona una visión multidisciplinar e integrada del Marketing y la Comunicación; ayuda a crear, gestionar y producir planes de publicidad y comunicación; perfeccionar estrategias de RR.PP.; adoptar decisiones en entornos digitales, implantar auditorías de comunicación, potenciar habilidades directivas; todo ello con un lenguaje claro, ameno y preciso.

Imprescindible para directores y responsables de Comunicación y RR. PP.; directores y jefes de Marketing; responsables de comunicación de instituciones públicas, ONG's y profesionales del mundo de la comunicación periodística y disciplinas afines.

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