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Alan Siegel. Branding y El Arte de La Comunicacion

By Louis J Slovisky

Jorge Pinto Books, United States, 2008. Paperback. Book Condition: New. 224 x 152 mm. Language: Spanish . Brand New Book ***** Print on Demand *****.Durante las tres últimas décadas, Alan Siegel se ha convertido en una de las figuras más reconocidas dentro del campo del branding y en acrrimo defensor de la comunicacin clara. Mientras se dedicaba a construir Siegel Gale, una empresa lder en marcas, se destac como uno de los pilares del establishment, lo que no le impidi mostrarse, a la vez, como un iconoclasta provocativo. Su amplio radio de influencia incluye el brindar asesoramiento a organizaciones de la talla de Xerox, American Express, la Asociacin Nacional de Baloncesto (NBA), Caterpillar, las Girl Scouts, y The New School entre otras, al tiempo que crea guas sobre la comprensin de los mercados financieros para The Wall Street Journal e integra las juntas directivas de numerosas instituciones comerciales y culturales. Entre las obras de su autora se cuentan One Man s Eye: Photographs from the Alan Siegel Collection, y Step Right This Way: The Photographs of Edward J. Kely. Alan Siegel escribi un libro acerca la simplificacin de lo complejo, y el proceso consiguiente contribuy a la construccin de marcas...



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