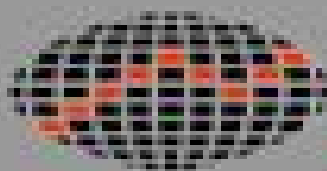


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necesitas aprender para poder realizar campañas exitosas en el largo plazo y al margen de los medios que estén de moda. Los mercadólogos debemos siempre mantener una neutralidad o imparcialidad con los medios que usamos en nuestras campañas porque esto nos empuja a emplear aquellas plataformas que resultan ser las más relevantes, efectivas y eficientes según el contexto de cada producto y mercado. A esto se le llama ser Platform Agnostic, agnóstico de las plataformas de comunicación. Sin duda hay muchos recursos allí afuera que prometen soluciones fáciles e instantáneas pero lo instantáneo no es siempre lo más adecuado. Los mejores chefs no se forman siguiendo recetas improvisadas; hay principios y procesos que se deben aprender no solo para probar nuevas fórmulas que nos encontremos por ahí, sino mejor aún para crear platillos propios o campañas en este caso que conquisten el corazón de las personas. Por lo mismo, este no es un recetario de tips o soluciones instantáneas; es más bien un libro que te enseña a cocinar construyendo tu capacidad como publicista y mostrándote los fundamentos y la fotografía completa, es decir, la forma de desarrollar una campaña publicitaria estratégica bajo un enfoque de manos a la obra y con pocos recursos. Con este libro aprenderás:

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- Medios:** Aprende a desarrollar una estrategia y una pauta en medios que sea consistente con tu target seleccionado y evaluando canales como ad display, banners, publicidad programática, anuncios en motores de búsqueda, SEM, publicidad en redes sociales y video digital. Aunque también considerando otras plataformas que son necesarias como las relaciones públicas, los eventos, el colateral de mercadotecnia y el marketing de contenidos.
- Producción:** Aprende a organizar y coordinar la producción de tus anuncios para diferentes medios de comunicación y considerando técnicas de producción sensibles a los limitados recursos de las pequeñas y medianas organizaciones.
- Lanzamiento:** Identifica los aspectos clave a considerar antes, durante y después del lanzamiento de tu campaña publicitaria.

Además para facilitar tu proceso de aprendizaje, el libro emplea una gran variedad de ejemplos, imágenes y diagramas a color y de calidad, los cuales te permitirán visualizar y entender las diferentes etapas del proceso publicitario usando un lenguaje sencillo pero siempre enfocado en ayudarte a entender y adoptar la terminología propia del mundo del marketing. En resumen, este libro es un compañero de viaje indispensable para crear campañas publicitarias y es también un material de consulta para estudiantes mercadólogos.

emprendedores y empresarios *Globalización, políticas neoliberales y transformaciones en la organización espacial de la economía mexicana a partir del decenio de 1980* María Teresa Sánchez Salazar, María Teresa Gutiérrez de MacGregor, 2023-05-09 La obra analiza los cambios en la estructura territorial de la economía mexicana en el contexto del entorno económico internacional y de las políticas neoliberales implementadas por el Estado mexicano a partir del decenio de 1980 los factores que han determinado o condicionado dichos cambios y sus efectos espaciales expresados mediante las transformaciones en los patrones de distribución territorial de las actividades económicas y sus relaciones con la población su estructura y su dinámica espacio temporal Se trata de un estudio que desde la perspectiva geográfica analiza los grandes procesos y transformaciones territoriales de la economía y la sociedad derivadas de la inserción del país en la economía global y de la adopción de estrategias **Introducción a la investigación de mercados** Marcela Benassini, 2001
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