



Tú puedes ser noticia (Spanish Edition)

Carlos Chaguaceda

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¿Tienes una buena idea? ¿Quieres alcanzar el éxito con ella? En este valioso manual, Carlos Chaguaceda desvela las claves, las reglas y los trucos del marketing mediático: la mejor forma de desarrollar estrategias de comunicación, para que seas tú la noticia más importante.

En el mercado todo pasa por la comunicación: a partir de lo que comunicamos creamos el prestigio de lo que hacemos. Actúa bien, comunícalo mejor y los medios te darán la visibilidad necesaria para alcanzar una percepción positiva de tu campaña –cualquiera que sea: una buena causa, una noticia o un producto–. Porque una buena reputación empresarial ayuda a vender.

Este libro es la exclusiva que estabas esperando; una guía práctica con la que descubrirás por qué el marketing es imprescindible, necesario... aunque insuficiente para volverte visible y mediático; qué papel juegan la publicidad, las redes sociales, la viralidad o los anuncios; quién decide qué es noticia y las razones y excusas para serlo. Porque, en un mundo mediático, «si no estás en los medios, no existes»...

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