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Manuel Palencia-Lefler



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Promoción comercial : un enfoque integrado J. Enrique Bigné,2003 *Relaciones públicas : la eficacia de la influencia* Octavio Isaac Rojas Orduña,2012-11 **El manual de comunicación y relaciones públicas** Alison Theaker,2022-04-02 El Manual de Comunicación y Relaciones Públicas sexta edición ofrece una exploración profunda y atractiva de la industria de las relaciones públicas dinámica y en constante evolución Dividido en cuatro partes que exploran temas conceptuales clave en las relaciones públicas el libro ofrece una descripción general de temas que incluyen relaciones públicas estratégicas política y medios de comunicación relaciones con los medios en la era de las redes sociales gestión de comunicación estratégica compromiso de relaciones públicas en el sector sin fines de lucro activismo y relaciones públicas y los efectos de la globalización y la tecnología sobre el terreno Con contribuciones de gran alcance de figuras clave en la profesión de relaciones públicas esta nueva edición presenta nuevas perspectivas sobre responsabilidad social corporativa relaciones públicas y política comunicativa corporativa globalización relaciones públicas sin fines de lucro financieras y del sector público El libro también incluye una discusión de temas críticos clave en la investigación de relaciones públicas y estudios de casos exploratorios de estrategias de relaciones públicas en una variedad de instituciones incluidas Extinction Rebellion Queen Margaret University Mettis Aerospace y Battersea Cats and Dogs Home Con características amigables para los estudiantes que incluyen objetivos claros de capítulos preguntas de discusión analítica y lecturas adicionales clave a lo largo del texto el Manual de Comunicación y Relaciones Públicas es un recurso ideal para estudiantes de relaciones públicas comunicaciones corporativas y estratégicas y estudios de medios **Guía sectorial de la formación de profesionales en España** Barahona Higes, Ricardo,Berberena López, Rosa María,Bravo Cabria, Alberto,Casado Marcos, Virginia,Doménech Mira, María Carmen,García-Chicote Yuste, María Isabel,López de Pedro, María Paz,Olivares Redondo, Francisca,Ranz García, María Paz,Ruiz Junco, María Luz,Sancho Gómez, Elena Carolina , **Guía para la preparación de profesionales en comercio exterior y operaciones internacionales.** ACOCEX,2014-10-20 Libro especializado que se ajusta al desarrollo de la cualificación profesional y adquisición de certificados de profesionalidad Manual imprescindible para la formación y la capacitación que se basa en los principios de la cualificación y dinamización del conocimiento como premisas para la mejora de la empleabilidad y eficacia para el desempeño del trabajo **El anunciante franquiciador : sistemas y procesos de comunicación comercial** Juan Monserrat Gauchi,2012 Latin American and Caribbean Perspectives on the Development of Public Relations T. Watson,2014-12-09 The National Perspectives on the Development of Public Relations Other Voices series is the first to offer an authentic world wide view of the history of public relations It will feature six books five of which will cover continental and regional groups This book in the series focuses on Latin America and the Caribbean *Requisitos y perspectivas del campo profesional administrativo y comercial: información profesional para orientadores y tutores de Educación General Básica* Asensi Díaz, Jesús,Durán Escribano, Pilar,Gonzalo Ugarte, María Luísa,1980 **MF1002_2**

Inglés profesional para actividades comerciales Sergio Bernal Castañeda, 2015-01-05 Conocer las distintas técnicas de atención al cliente con un dominio del inglés profesional es fundamental para ofrecer un servicio eficaz puesto que saber utilizar un segundo idioma favorece la comunicación con un mayor número de personas y facilita la resolución de las reclamaciones y quejas que habitualmente surgen en el ámbito comercial El objetivo de este manual es proporcionar al lector las fórmulas adecuadas para gestionar las relaciones comerciales con los clientes profundizando en la gramática el vocabulario y las expresiones específicas que están relacionadas con las técnicas de venta También se presentarán aquellos documentos comerciales básicos y los recursos para seguir un argumentario de venta telefónica eficaz en inglés utilizando tanto el registro formal como el informal A través de esta obra el profesional encontrará las pautas de comunicación efectiva en lengua inglesa y su aplicación en función de los contextos propios del ámbito comercial

Relaciones públicas Octavio Isaac Rojas Orduña, 2008-09-02 Este libro nos ayuda a sacarle el mayor partido posible a las relaciones públicas mostrándonos las últimas tendencias y herramientas para mejorar las relaciones con nuestros clientes En él se revisan servicios básicos como seguimiento de prensa elaboración de notas de prensa hasta la irrupción de la comunicación online a través de las salas de prensa en internet los blogs wikis etc Todas las organizaciones tienen el derecho y el deber de comunicarse eficaz y técnicamente con el público Este libro nace de esta premisa Las herramientas y técnicas que incluye este libro pueden aplicarse perfectamente en todo tipo de sectores Se trata de dotar a las organizaciones de una serie de instrumentos asequibles con el fin de que colmen sus necesidades de comunicación indica Octavio Isaac Rojas Orduña Las RRPP tienen el poder para influir en la percepción las actitudes y el comportamiento de sus audiencias Este libro identifica esta oportunidad propone una serie de técnicas y herramientas para su uso inmediato en el marco de un plan y una estrategia de comunicación y busca establecer algunos parámetros de buenas prácticas que ayuden al lector en su afán de relacionarse adecuadamente con su público se alía el autor Autor Octavio Isaac Rojas Orduña es Consultor Senior en Weber Shandwick Ha ganado premios como guionista de radio en México otros países de Latinoamérica y Alemania NDICE La profesión de las relaciones públicas una introducción Las relaciones públicas un sector en auge El papel de las relaciones públicas en las organizaciones Diseño de una campaña de relaciones públicas Herramientas y técnicas de las relaciones públicas Evaluación de resultados Cómo contratar un servicio externo de RRPP Casos de éxito Anexos Generales

Fichas para la orientación profesional Ministerio de Educación, 1997 Recoge toda la legislación referente a los estudios de Formación Profesional Reglada así como información sobre los mismos

Aprende a ser secretaria. Manual para el desempeño profesional de la secretaria Amalia Taquechel

Barreto, Carmen A. García Díaz, 2020-07-29 El papel de la Secretaria ha cambiado en los últimos años Esa idea de una persona cuyo único trabajo es atender el teléfono y apuntar los recados ha quedado desfasada en los tiempos que corren La Secretaria se ha convertido en un eslabón fundamental dentro del organigrama empresarial Las competencias y las responsabilidades de la Secretaria se han ido incrementando poco a poco hasta llegar a convertirse en personas imprescindibles en las empresas de

hoy en día Un ejemplo claro de esto es el hecho del aumento de requisitos exigidos a las personas que aspiran a este puesto El saber qué hacer y el saber cómo hacerlo es la combinación excelente para el éxito de tu labor Las autoras proponen que este libro pueda ser utilizado además en las escuelas de Secretariado Cursos de Capacitación así como para la carrera de Secretariado que tenemos la esperanza se cree en nuestro país

Relaciones públicas. Conceptos, práctica y crítica Jacquie L'Etang, 2009 Hasta hoy no existía un libro al alcance de los estudiosos y estudiantes de relaciones públicas que ofreciera diferentes y más amplias perspectivas que el mero enfoque organizativo como si las relaciones públicas no pudiesen existir allende la dirección y gestión de las organizaciones El libro de Jacquie L'Etang cubre este vacío

90 TÉCNICAS DE RELACIONES PÚBLICAS Manuel Palencia-Lefler, 2008-04-08 La recopilación de técnicas que propone este manual será de utilidad para todos los profesionales del sector y les ayudará a tener claramente identificadas y clasificadas las posibles herramientas para proponer a sus clientes ya sean empresas instituciones u otros organismos del entramado social Estas técnicas de relaciones públicas se explican tanto desde sus bases conceptuales como desde los procedimientos de planificación y ejecución más adecuados en cada caso Las 90 técnicas están distribuidas en 14 grupos Dicha agrupación se fundamenta en unos descriptores que hacen la función de denominador común de las técnicas que componen cada grupo

Comunicación y negociación comercial Fernando de Manuel Dasí, Rafael Martínez-Vilanova Martínez, 2000 *Marketing en la actividad comercial* María Eugenia Escudero Aragón, 2021 Publicidad contagiosa Silvia Sivera, 2016-06-30 El marketing viral se inculca en el panorama profesional publicitario como una vacuna eficaz y económica contra la supuesta inmunidad de las audiencias a los mensajes comerciales Conseguir que fueran los consumidores quienes transmitieran los anuncios espontáneamente entre sus redes sociales se consideraba la panacea en un mercado comunicativo sobresaturado Sin embargo la publicidad boca a oreja basada en recomendaciones ya conseguía el mismo objetivo desde tiempos ancestrales Fueron las tecnologías de la información y de la comunicación TIC las que posibilitaron el salto exponencial hacia la publicidad viral y en consecuencia un cambio de magnitudes sin precedentes los contenidos comerciales pasaban a ser compartibles a escala planetaria a la velocidad de un clic Este libro se centra en detectar las claves creativas comunes que detonaron el contagio de 651 vídeos publicitarios entre los usuarios de las redes sociales digitales A partir de un constructo analítico formado por drivers creativos cepas virales y la variable ambigüedad se propone la fórmula VCCDC como base inspiradora para crear publicidad altamente contagiosa

1001 SUGERENCIAS P/SECRETARIA EFICAZ 2a. Ed., Planeación comercial Alejandro Eugenio Lerma y Kirchner, Sergio Bárcena Juárez, 2013-11-30 No siempre el que más trabaja es quien obtiene mejores resultados sino quien lo hace en forma eficiente esta guía amigable conduce al lector paso a paso en la tarea relativa al desarrollo del plan estratégico de mercadotecnia para diversos tipos de organizaciones aborda la planeación comercial desde un enfoque práctico y estratégico desglosando el plan de mercadotecnia en los planes auxiliares de nivel inferior

Administración de los recursos humanos en las empresas turísticas Inmaculada Martín Rojo, Ana Isabel Gaspar

González, 2020-06-10 Este manual sigue las recomendaciones del libro blanco del título de Grado en Turismo de la Agencia Nacional de Evaluación de la Calidad y la Acreditación ANECA Su contenido se ha estructurado para que el lector adquiriera capacidad para desarrollar las competencias de planificar y gestionar los recursos humanos de las organizaciones turísticas De acuerdo con esta finalidad en los diez capítulos del libro se aborda el concepto de administración de recursos humanos para continuar con las distintas funciones de la gestión del personal como son la planificación y provisión de recursos humanos la incorporación del personal y gestión de la carrera profesional la formación la evaluación del personal la valoración de tareas y la administración de salarios todo ello haciendo especial referencia a las particularidades de la empresa turística Asimismo se analizan temas que influyen en la gestión del factor humano como la cultura empresarial o el desarrollo organizacional Finalmente se dedica un capítulo a la gestión actual de los recursos humanos en el sector turístico analizando las problemáticas presentes como la conciliación de la vida personal y la vida profesional en el sector turístico expatriación repatriación de directivos en cadenas internacionales flexibilidad laboral subcontrataciones etc De acuerdo con la filosofía de los planes de estudio de Bolonia cada capítulo consta de conceptos teóricos básicos que el alumno podrá ampliar con lecturas recomendadas al final de cada tema de cuestiones de autoevaluación de casos prácticos y de preguntas de debate a realizar por el alumno de manera individual o en grupo

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