



Comunicación estratégica: diseño de la identidad corporativa. Volumen 1: identidad vs. imagen (Spanish Edition)

Jesús Meza Lueza

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Este eBook ofrece a los lectores los conocimientos, medios, técnicas y estrategias que les ayudarán a manejar la identidad y la imagen organizacional en empresas, corporaciones e instituciones de cualquier tipo. La obra ofrece además una guía de aprendizaje integral para conceptualizar, diseñar, planear y elaborar los manuales de identidad corporativa o institucional. De igual manera, se hace un acento especial al contexto y dinámica que los medios digitales imponen en el mundo actual.

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