



El contexto de globalización, el aumento de la competencia entre agencias de publicidad, la marcada orientación a resultados y la búsqueda constante de mayores inversiones son algunos de los factores que justifican la importancia creciente concedida a la gestión empresarial de la agencia de publicidad. Este libro analiza, desde una perspectiva empresarial, el funcionamiento de una agencia de publicidad: estructura, organización departamental, explotación financiera, contratos con clientes y proveedores, esquemas de remuneración, etc. El análisis minucioso y completo que realizan los autores del libro constituye un apoyo a la dirección de las agencias, además de un gran conocimiento para el estudiante universitario, así como para los profesionales que ya trabajan en la agencia.

Business, Online Radio, Politics and Lifestyle, Blog by Cean Joseph Business, Online Radio, Politics and Lifestyle, Blog by Cean Joseph BLOG RADIO NEWS GOSSIP INTERVIEWS FASHION CELEBRITIES EVENT PHOTO NEWS HOT RELEASES HEALTH BEAUTY UPDATES Man docked for stealing baby beds Man confess how a commercial bus crushed my friend to death A Touching Story that will change your Life Womens Bra Saves her life from Bullet See Red wine Swimming pool in japan How to Cook Chinese Fried Rice How To Cook Efo Riro Yeepeng Sansai lantern festival, Chiang Mai, Thailand Oct 25th, 2015 Singapore Grand Prix, Singapore, Singapore Sep 20th, 2015 The Cascamorras Festival Granada, Spain Sep 6th, 2015 Sep 9th, 2015 MOST POPULAR Countries with the Most Beautiful Women in the World MARCH 25, 2015 1. Brazil Brazil, home to Cynthia Morgan put her hilarious look on the spot MARCH 2, 2015 The dance-hall queen is pictured Nadia Buari Confirms Birth Of Twins MARCH 6, 2015 32-year-old Ghanaian actress Nadia Buari Celebrities with Fake Breast MARCH 12, 2015 Christina Aguilera Has lost NEWS Man docked for stealing baby beds Jan 18 2016 BLOG 10 0 Man docked for stealing baby beds One Umotu Haruna, has been docked by a Lagos Magistrates court on the Island for breaking into a warehouse and stole 13 pieces of baby beds worth of N200,000. The 22-years old defendant who has no fixed address and occupation pleaded not guilty to a two-count charge of breaking, entry and theft when he appeared BLOG 18 JAN Man confess how a commercial bus crushed my friend to death Man confess how a commercial bus crushed my friend to death BLOG 21 AUG A Touching Story that will change your Life A Touching Story that will change your Life BLOG 21 AUG Woman's Bra Saves her life from Bullet Womens Bra Saves her life from Bullet SPORT FOOD How to Cook Chinese Fried Rice How to Cook Chinese Fried Rice Aug 21 2015 How To Cook Efo Riro How To Cook Efo Riro AUGUST 21, 2015 Italian Pizza Italian Pizza MARCH 2, 2015 How to cook Nigerian Banga Soup (Ofe Akwu) How to cook Nigerian Banga Soup (Ofe Akwu) MARCH 2, 2015 BEAUTY 10

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