



La publicidad sí vende (Spanish Edition)

Pablo Medina, Pilar Buil

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¿Cómo será la publicidad en los próximos años? La publicidad sí vende responde a esta pregunta a través de la experiencia de diez grandes publicitarios españoles a los que une su pasión por alcanzar la «gran idea», su proyección internacional y su máximo protagonismo en el sector en los últimos treinta años.

Los diez profesionales entrevistados aportan una reflexión práctica y a la vez conceptual sobre los retos a que deberá hacer frente la industria del marketing y de la comunicación en los próximos años, entre ellos la construcción de marca, la dirección de equipos, la generación y gestión del talento, el liderazgo com partido con el anunciante, el desarrollo de estrategias creativas y la presencia de la marca en el día a día del consumidor.

La capacidad visionaria de diez de los publicitarios que convirtieron a España en la tercera potencia mundial del sector ayuda a entender el presente de esta profesión y a predecir su futuro.

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