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Javier Sicilia: Las víctimas reclaman paz (Magis 423) Gerardo Lammers, José Israel Carranza, Gabriel Orihuela, Daniela Pastrana, Sergio González Rodríguez, Jorge Rocha, Vanesa Robles, Dolores Garnica, Lorena Guevara, Gustavo Abarca, Patricia Martínez, Enrique Blanc, Sergio Padilla, José Soto, Hugo Hernández, Kaliope Demerutis, Luis Jorge Boone, Gibran Julian, 2021-02-22 En la portada de este número aparece el poeta Javier Sicilia un símbolo de un movimiento social que ha puesto a las víctimas de la guerra contra el crimen organizado en el centro del debate Presentamos una crónica de Daniela Pastrana que camina con el colectivo y nos cuenta quince momentos clave del Movimiento por la Paz con Justicia y Dignidad así como dos opiniones contrastadas sobre la decisión de Sicilia de dialogar con el gobierno federal Además publicamos una entrevista con la escritora Lolita Bosch impulsora del portal de internet Nuestra Aparente Rendición un espacio de reflexión ciudadana sobre la violencia Lo que empezó como un sencillo ejercicio entre escritores se ha convertido en un espacio ciudadano en el que confluyen numerosas iniciativas que van tejiendo poco a poco alternativas de visibilización de las víctimas de la guerra Magis se propone como un espacio para la reflexión la crítica y el debate sobre la responsabilidad que tenemos los profesionales con esta realidad Esperamos que este número contribuya a este desafío, **E-X-I-T-O** Joe Kutchera, Hilda García, Alonso Fernández, 2014-10-21 Bienvenido al nuevo y emocionante mundo de la mercadotecnia digital Si usted es un mercadólogo latinoamericano que afronta el reto de descubrir la mejor manera de aprovechar internet para comunicarse y ejercer su influencia en los consumidores de hoy este libro es para usted Joe Kutchera y sus coautores le ofrecen el encuadre que necesita para lograr el éxito en estos momentos en que la forma de contactar con los consumidores electrónicos se ha visto alterada para siempre por la red informática Gian Fulgoni CEO de ComScore No hay manera de que un negocio pueda ignorar a las redes sociales Twitter y Facebook se han convertido en el canal de salida para la sabiduría de las masas Las empresas que no presten atención a las observaciones quejas y sugerencias de sus clientes lo hacen bajo su propio riesgo Atenderlas resulta educativo y ayuda al diseño o a la corrección de procesos Los autores de E X I T O su estrategia de marketing digital en 5 pasos proporcionan excelentes ejemplos del mundo real en cuanto a cómo se puede destruir una reputación mediante respuestas inadecuadas Pero esta obra también ilustra la forma en que diversas áreas de una compañía deben vincularse en procesos que se comuniquen entre sí para evitar el caos de que cada una de ellas brinde soluciones diferentes que confundan y disgusten al cliente Este libro es una lectura obligada para cualquier ejecutivo interesado en preservar a sus seguidores leales y en aumentar el número de clientes de la empresa Dr Francisco Gil Díaz Presidente de Telefónica Movistar en México y Centroamérica En la actualidad comunicarse e interesar a nuestros clientes por medio de una historia que los cautiva representa un desafío gigantesco Estamos expuestos a tantos mensajes y distintos medios en tiempo real que nosotros como especialistas en la comercialización necesitamos toda la ayuda posible para comprender y aplicar herramientas sencillas que hagan exitosas nuestras marcas dentro de este entorno Eso es precisamente lo que Joe Kutchera

y su equipo lograron con el enfoque del modelo E X I T O Se encuentra colmado de conceptos claros y ejemplos cotidianos que uno desea aplicar a sus marcas de inmediato Tras la lectura de este libro la mercadotecnia digital en vez de ser una plataforma en llamas se convierte en una enorme oportunidad para fortalecer un amplio plan de medios para el futuro Charles Chamouton CMO de PepsiCo M xico Hoy d a dado el nivel de informaci n que se tiene para la toma de decisiones el poder lo tiene todo el consumidor En este nuevo contexto las compa as necesitan una estrategia clara para traducir las b squedas e interacciones online de sus clientes en acciones que aporten valor a un negocio E X I T O su estrategia de marketing digital en 5 pasos sirve como una excelente gu a pr ctica para hacer justo esto y estar a la par de un consumidor que ha dejado atr s el modelo tradicional del marketing Adriana Nore a Managing Director de Google en Hispanoam rica

Community manager. La guía definitiva María Lázaro Ávila,2019-04-11 Las redes sociales han cambiado radicalmente los modelos de comunicaci n la forma en la que las personas se relacionan entre s y con las empresas y c mo las marcas interact an con el consumidor Lo quieran o no todas las marcas o casi todas est n presentes en las redes sociales porque sus clientes hablan de ellas o son susceptibles de hacerlo con independencia de que la compa a cuente con perfil corporativo en la red Pero no es suficiente estar en las redes sociales estar por estar puede resultar incluso contraproducente Este libro es una gu a detallada para que aprendas a aprovechar todo el potencial de las redes sociales sea cual sea el tama o de tu empresa o el proyecto que desarrolles Descubrir s c mo trazar una estrategia diferente a la competencia c mo medir y optimizar resultados e integrar este ecosistema en el plan de marketing online Los ejemplos pr cticos te ayudar n a crear buen contenido planificar campa as enfrentarte a posibles crisis analizar datos monitorizar y dinamizar comunidades online Nos encontramos en un entorno en continua transformaci n en el que peri dicamente surgen nuevas redes sociales y herramientas y cambian los patrones de conducta de los usuarios En tus manos est saber gestionarlo Cómo Ser Un Mexicano Exitoso Adrián Gutiérrez ,2018-01-24 CÓMO PIENSAN LOS ALGORITMOS DE MARKETING. LA EFICACIA EN EL MARKETING PROGRAMÁTICO Roberto Brognara,2022-06 No es cierto que los algoritmos sean omnipotentes Al menos en marketing lo son menos de lo que podr an ser por desconocimiento rigidez miop a estrat gica presunci n y otras razones que aqu se describen El big data ha tra do consigo numerosas e importantes innovaciones pero tambi n ha relanzado una especie de glorificaci n de los datos y los procedimientos autom ticos es decir los algoritmos que la cultura del marketing ya conoc a y hab a superado Esta primera generaci n de marketing program tico que los gigantes de la econom a digital lanzaron hace quince a os y consolidaron en todo el mundo puede mejorar significativamente y los resultados empresariales tambi n Pero primero necesitamos saber qu l mites estrat gicos y culturales los afectan Esto es precisamente lo que propone este libro en beneficio de directivos estudiantes de marketing y tecnolog as de la informaci n as como de curiosos de las ciencias sociales que quieran obtener lo mejor de los algoritmos y sacarles el m ximo partido **Pedro Opeka: La dignidad que renace de la miseria (Magis 456)** Israel Piña,Carlos E. Estrada Casarín,Dolores Garnica,Alejandra Guillén,Naief

Yehya, Jorge Esquinca, Thomas Peter, Judith Morán, Enrique González, Héctor Eduardo Robledo, Hugo Hernández, A. Liñán, Luis Orlando Pérez Jiménez, José Luis Sandoval Encarnación, Jos Velasco, Moisés Navarro, 2018-02-01 El panorama que encontré el sacerdote argentino Pedro Opeka al llegar a Madagascar hace alrededor de treinta años no podía ser más desalentador En las afueras de Antananarivo la capital se extendía un enorme basurero donde cientos de niños se peleaban con los cerdos por un pedazo de comida El sacerdote argentino se dijo Aquí no tengo derecho a hablar aquí hay que actuar En Magis hemos querido difundir la historia del padre Opeka porque estamos al tanto de la necesidad de contar con ejemplos alentadores En contraste revisamos los motivos que pudieron tener los electores estadounidenses para elegir al nuevo inquilino de la Casa Blanca El magnate supo encauzar en su discurso vociferante el resentimiento y el miedo de un vasto sector de la sociedad lastrado por la ignorancia y por la precariedad y así fue abriéndose camino a lo largo de una campaña que al tiempo que iba volviéndolo más aterrador también aseguraba su triunfo Esto ha sido quizás lo más grave que la gente que votó por él lo hiciera sabiendo perfectamente quién era y de qué es capaz Magis ITESO Revista Acuariofilia Total Edición #15 Comunidad de Acuariofilia Total, 2013-06-01 El Doctor fish Garra rufa Troncos y rocas para el acuario La entrevista **Noticias de la semana**, 2008 Caretas, 2011 Memoria Panamá. Ministerio de Trabajo y Desarrollo Laboral, 2009 **Qué pasa**, 2012 *Delibros*, 2009 **My Facebook for Seniors** Michael Miller, 2013-09-10 This introduction to Facebook has been written with one fast growing audience in mind seniors My Facebook for Seniors approaches every topic from a senior's point of view using meaningful examples and realistic tasks Step by step instructions for the tasks you care about most Large full color close up photos show you exactly what to do Common sense help whenever you run into problems Tips and notes to help you do even more We've identified the Facebook skills you need to stay connected with the people you care about reconnect with old friends and classmates and share your life with loved ones near and far Our crystal clear instructions respect your smarts but never assume you're an expert Big colorful photos on nearly every page make this book incredibly easy to read and use Sign up for Facebook it's free and create a new account Find old friends who are also on Facebook Use the News Feed to discover what your friends are up to Update your friends and family on your current activities View your friends digital photos and share your photos with friends and family Personalize the Timeline page that your friends see Chat privately with friends and family via text or video Find and follow pages from your favorite celebrities and companies Discover interesting topic specific groups Use Facebook to schedule and manage real world events including birthdays Enhance Facebook with interesting apps and fun social games Search Facebook for useful information Discover how best to use Facebook to keep in touch with your grandkids Find out what you should and shouldn't share on Facebook Use Facebook on your iPad or iPhone

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