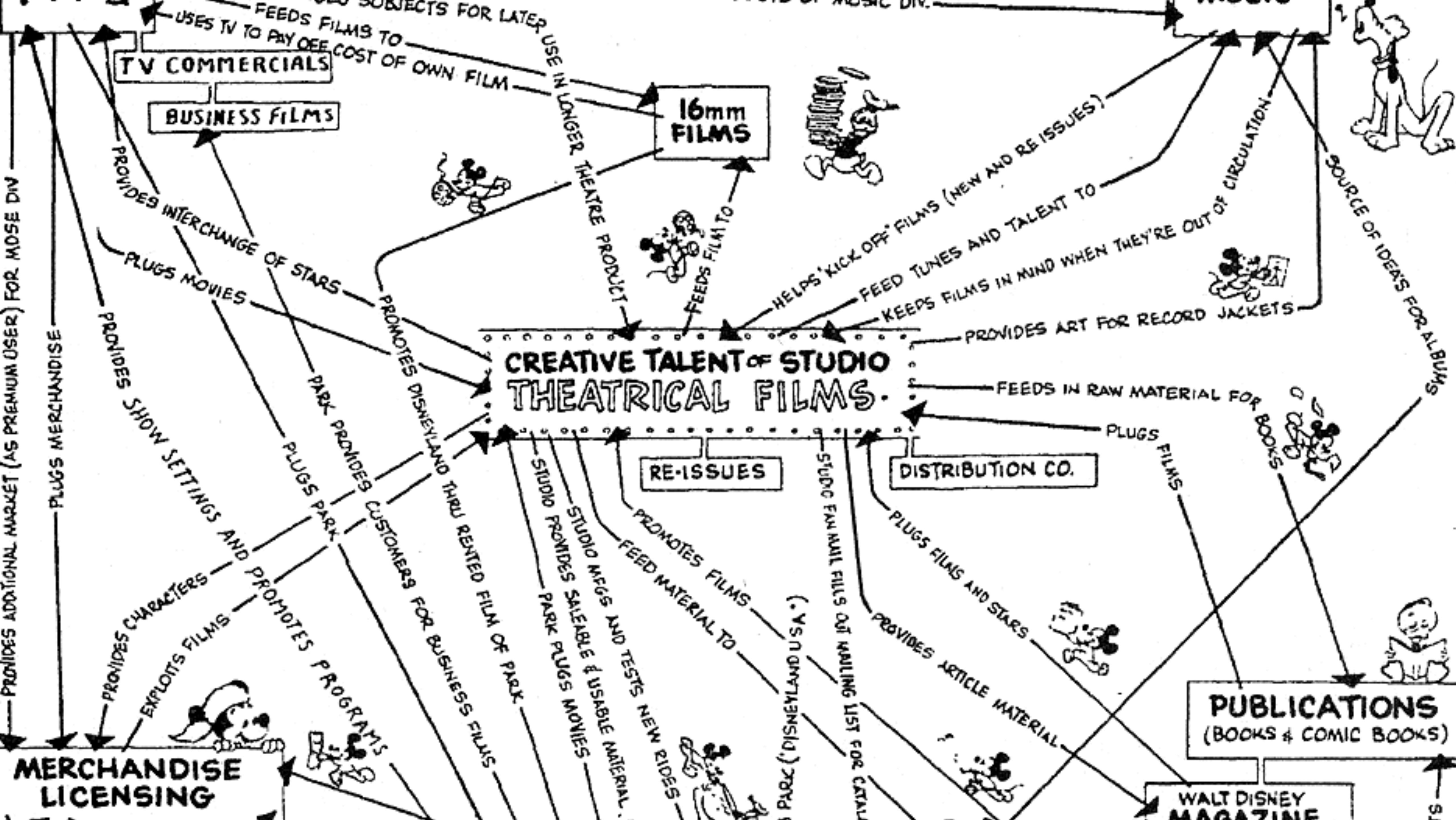


la estrategia
de disney

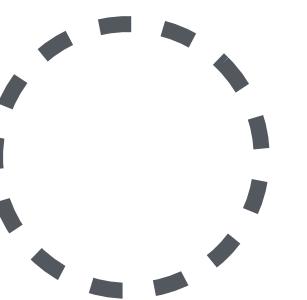
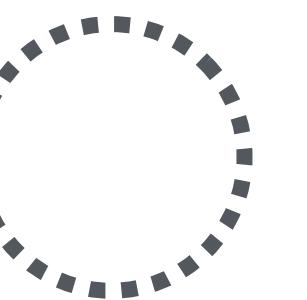
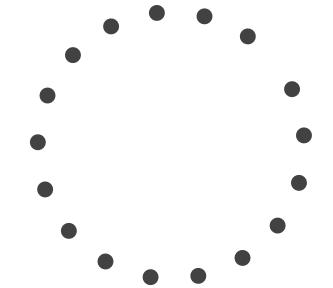
I





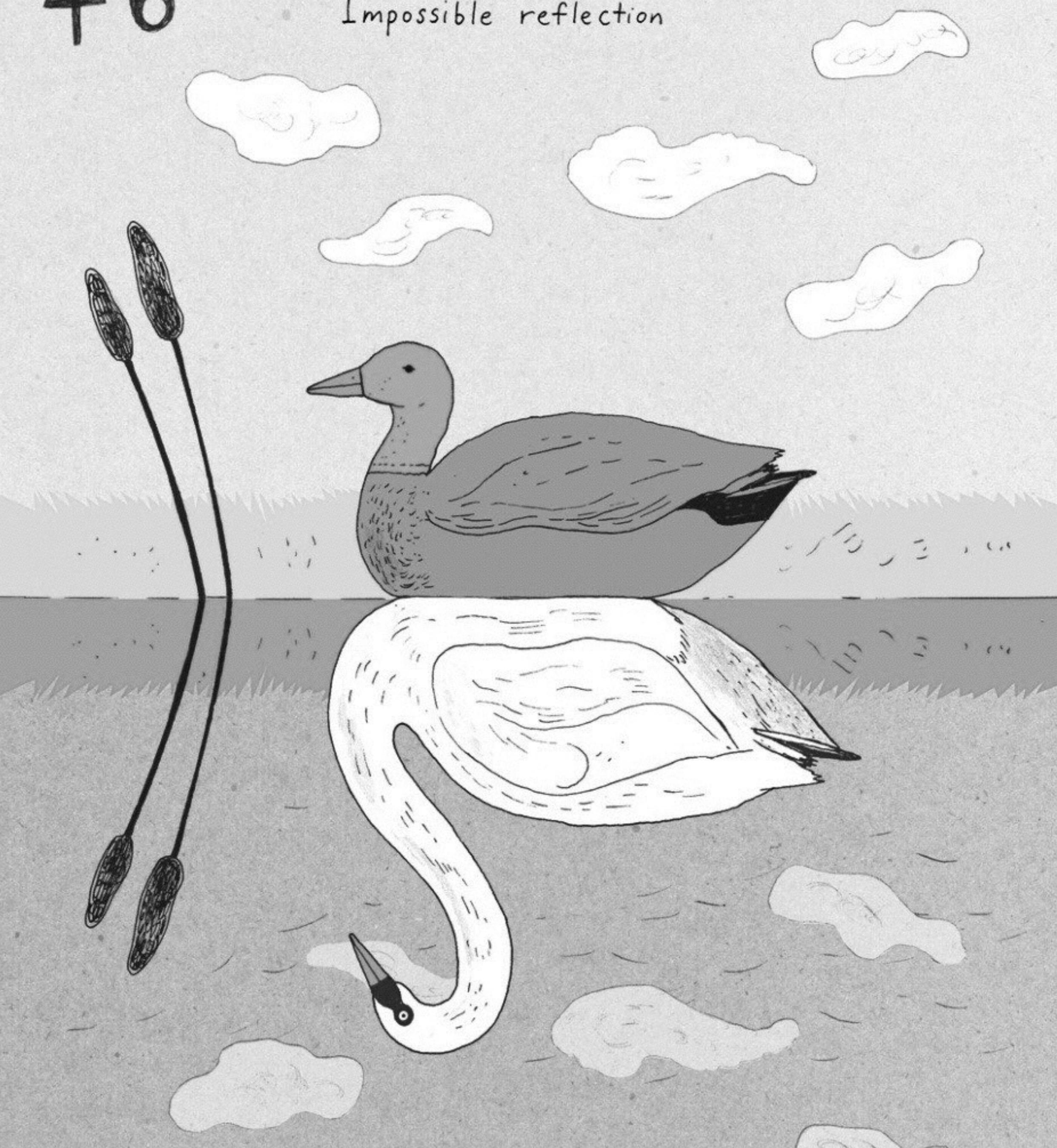




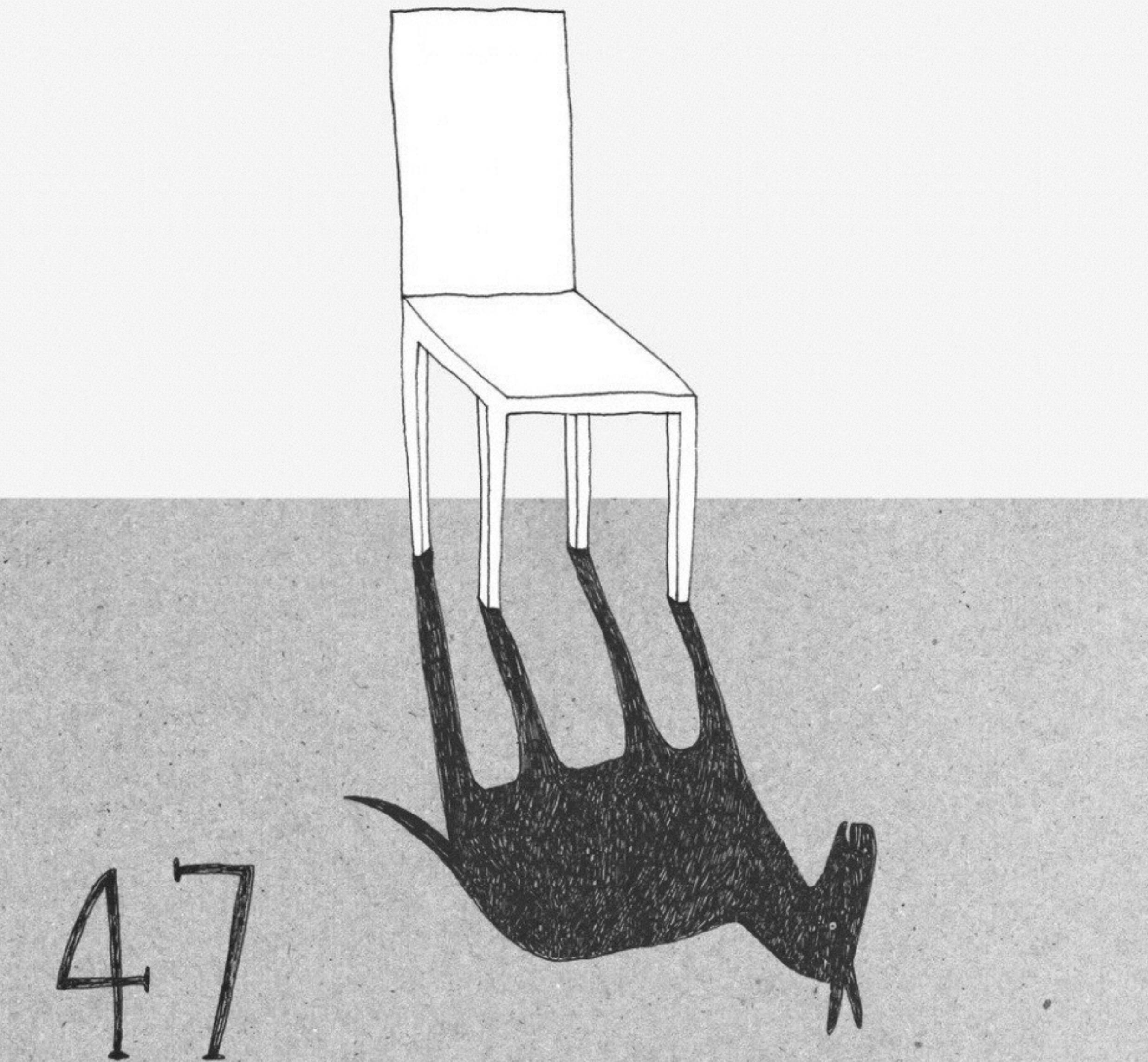


46

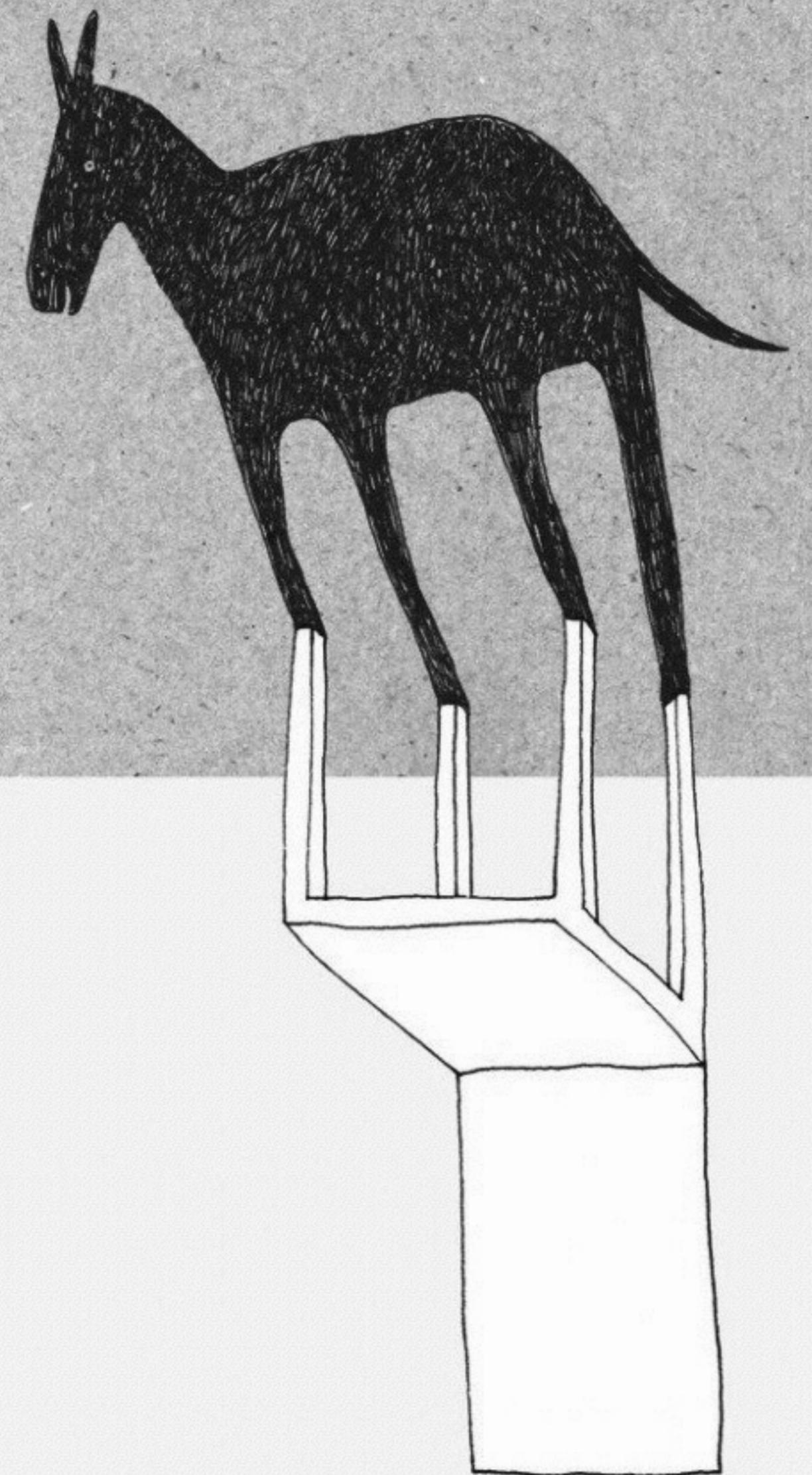
Impossible reflection



Impossible shadow



47



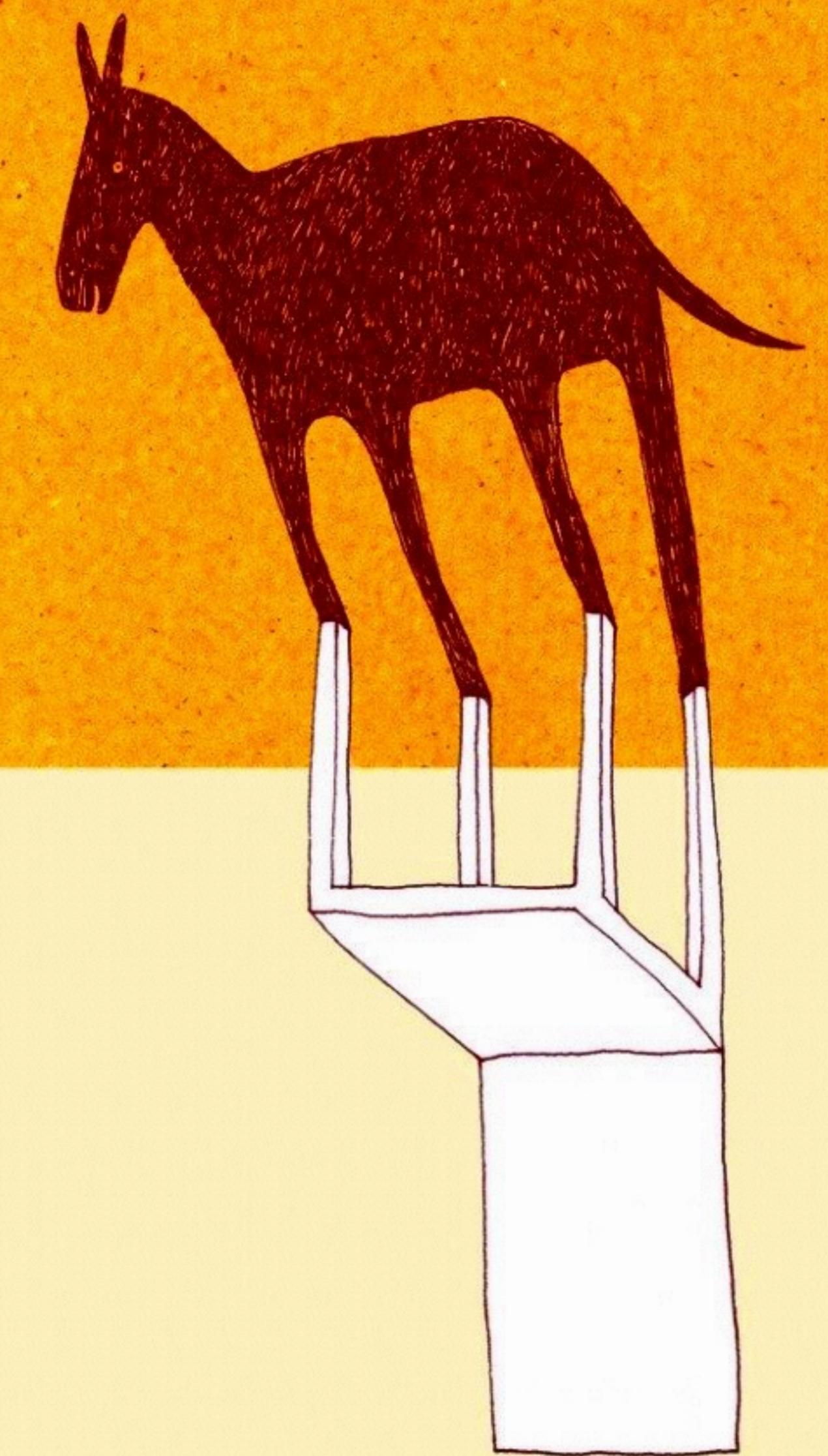
L +

Impossible shadow



Impossible reflection

46



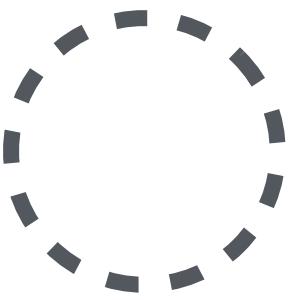
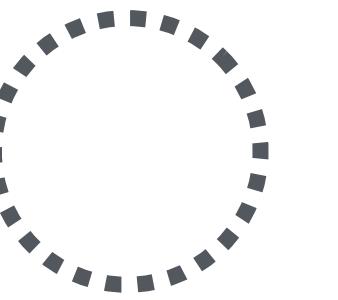
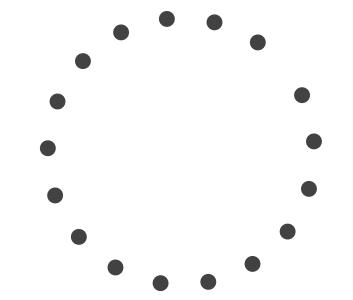
L
T

Impossible shadow



Impossible reflection

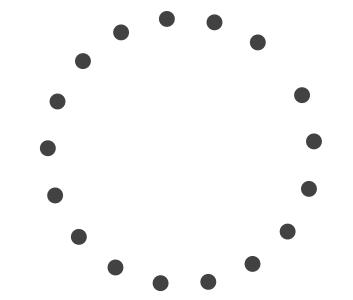
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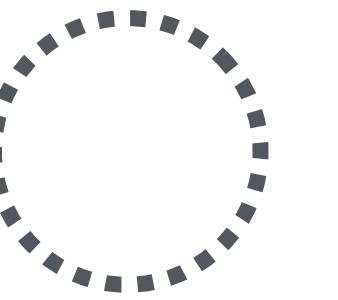
Imaginativo



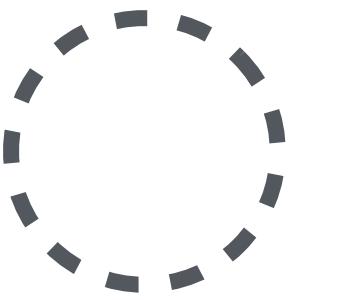




Imaginativo



Realista

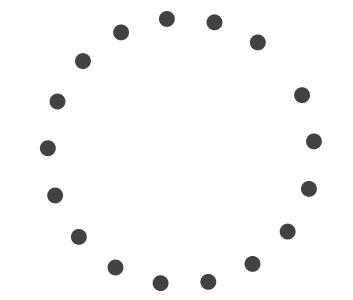


fi fi

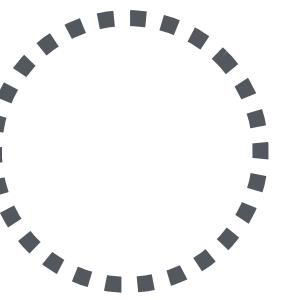


estados internos \Rightarrow recursos/herramientas para realizar una tarea

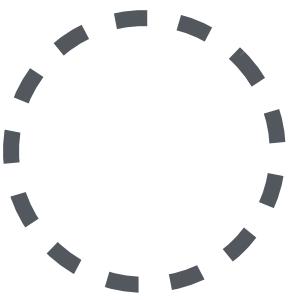
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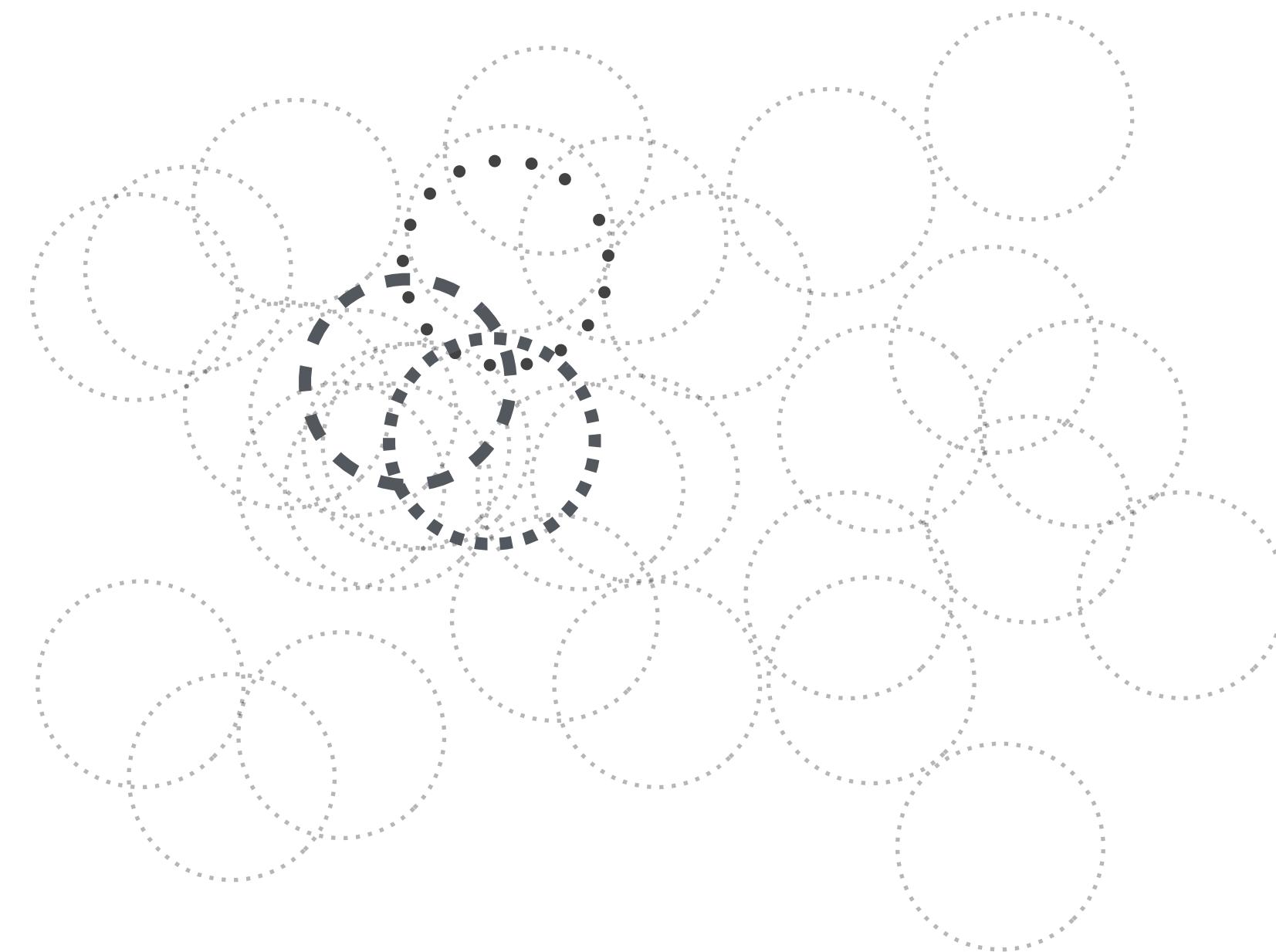
Imaginativo

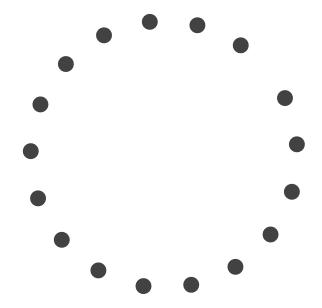


Realista

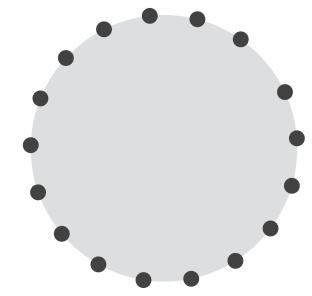


Critico+

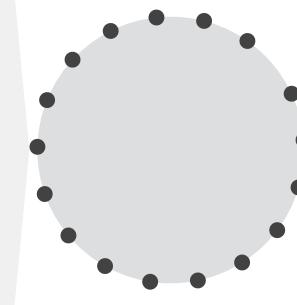
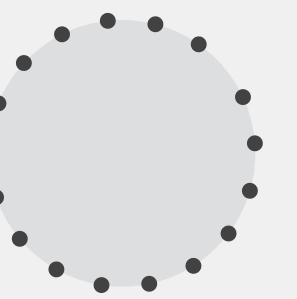
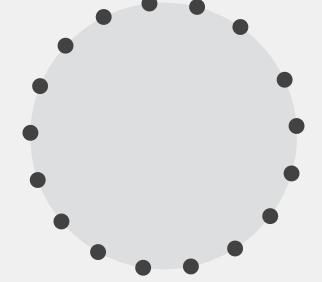




lenguaje



~~lenguaje~~
estado interno













Imaginativo



Realista



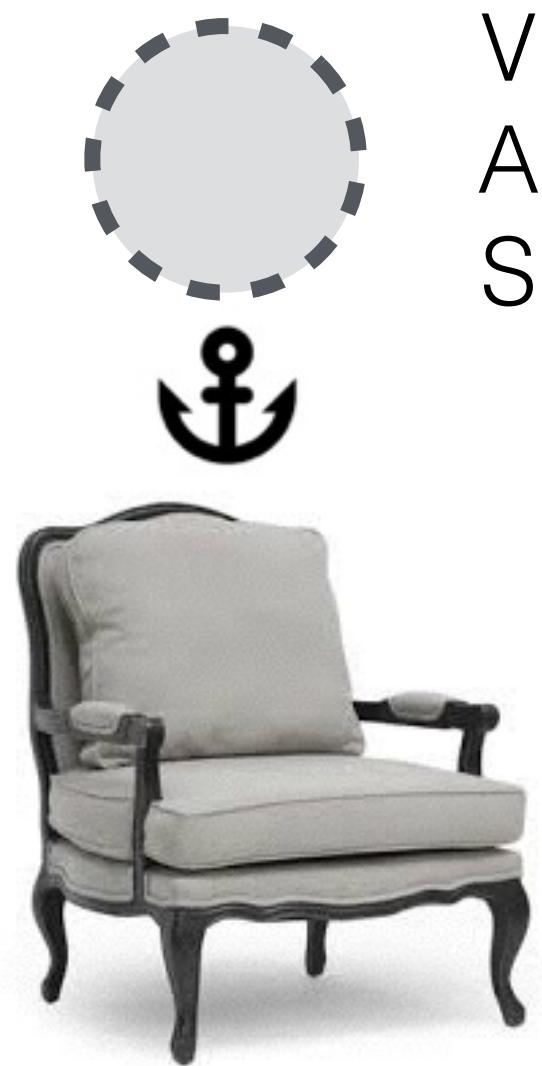
Critico+



Imaginativo



Realista



Critico+



Imaginativo



Realista



Critico+

relax
asanas
4-7-8
body scan



V
A
S

X



V
A
S

X



V
A
S

Pregunta

V
A
S

V
A
S

V
A
S

V
A
S

V
A
S

V
A
S

→ Respuesta
eco?

3

los estados internos son recursos

un examen VAS de un recuerdo de un
estado interno permite acceder a él

4

gràcies

adria@codecontext.io