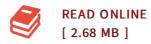




# EL LIBRO ROJO DE LA PUBLICIDAD

By LUIS BASSAT

DEBOLSILLO, BARCELONA, 2003. Rústica. Book Condition: Nuevo. Dust Jacket Condition: Nuevo. 01. Una lección magistral sobre la importancia de la publicidad hoy en día . Juan Antonio Samaranch . Ex presidente del Comité Olímpico Internacional . Lausanne - Suiza . . Las lecciones que ha aprendido y ha transmitido a los demás a través del libro son de gran interés y valor para cualquiera que ejerza su trabajo en el sector de la comunicación. Peter Brabeck-Letmathe. Chief Executive Officer de Nestlé SA. Vevey - Suiza.. Es el mejor libro del sector . y creo que lo será por mucho tiempo . Robert Rodergas . Presidente del Gremio de la Publicidad . de Barcelona . . El texto me parece un apasionante resumen de lo que es la publicidad ahora mismo y un excelente instrumento de consulta . Margarita Rivière. Periodista. Barcelona . . No recuerdo un libro de publicidad tan completo, tan profesional y tan bien hecho . Ronald Assumpção . Publicitario. São Paulo -Brasil.. Felicidades por tus magníficos conocimientos. Martin Sorrell . Chief Executive Officer de WPP . Londres - Reino Unido . . Por favor, no esperes otros 25...



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