



Planejamento de comunicação integrada (Portuguese Edition)

Luciene Ricciotti Vasconcelos

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Este guia abrangente apresenta o planejamento de comunicação integrada de modo simples e objetivo, contribuindo para formar pessoas capazes de pensar estrategicamente as ações nessa área. Além disso, indica um caminho seguro aos profissionais do setor e aos empresários envolvidos no planejamento, colocando-os em sintonia e agregando força à busca de objetivos corporativos. As empresas encontrarão uma orientação segura para pensar a comunicação de forma multidisciplinar e para tomar decisões acertadas diante das constantes mudanças por que passam os meios de comunicação.

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