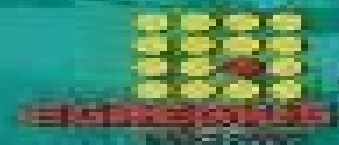


La gestión de la Comunicación Organizacional.

**Un enfoque ecléctico desde la publicidad y
las relaciones públicas**

Coordinadora:
Marta Pulido Polo



Protocolo Relaciones Pblicas Y Comunicacin Gestin Turstica Spanish Edition

José Antonio Dorado Juárez



Protocolo Relaciones Pblicas Y Comunicacin Gestin Turstica Spanish Edition:

PROTOCOLO RELACIONES PUBLICAS Y COMUNICACION José Antonio Dorado Juárez, 2010 El presente libro aborda tres pilares b sicos para el funcionamiento del sector tur stico en primer lugar el protocolo como conjunto de normas usos y costumbres que condicionan el comportamiento del ser humano individual y colectivo en actos tanto p blicos como privados 8211 En segundo lugar las relaciones p blicas que a partir de la propia sociedad y de la opini n p blica contribuyen a que las empresas organizaciones o clientes alcancen la credibilidad pretendida Y en tercer lugar la comunicaci n como un proceso continuo de retroalimentaci n de informaci n tanto interno como externo que mantiene el sistema tur stico y lo dota de eficiencia y eficacia

Protocolo y relaciones públicas 2.ª edición MUÑOZ BODA, MARÍA SOLEDAD, 2010-01-01 Es indudable que en la sociedad actual la importancia del protocolo y de la imagen son claves para el xito personal y empresarial Esta edici n actualizada presenta las ltimas novedades del mundo del protocolo y las relaciones p blicas de manera did ctica pr ctica actual y expl cita ya que en cada cap tulo se exponen de forma muy clara los objetivos y los contenidos se ofrece un resumen de lo tratado en l y se incluye gran n mero de actividades ejemplos tablas organigramas y casos pr cticos Adem s la obra incorpora un til glosario de t rminos espec ficos que facilita la comprensi n de los contenidos El manual est especialmente dirigido y adaptado a los futuros profesionales del protocolo las relaciones p blicas y la comunicaci n y en especial del sector tur stico concretamente a los alumnos de los nuevos Ciclos Formativos de grado superior de la familia profesional de Hosteler a y Turismo Gestin de Alojamientos Tur sticos Agencias de Viajes y Gestin de Eventos Gu a Informaci n y Asistencias Tur sticas Pero tambi n es muy til para los profesionales del marketing la publicidad la administraci n y la comunicaci n as como para cualquier persona interesada personal o profesionalmente en el protocolo y las relaciones p blicas Los lectores aprender n con este manual las t cnicas b sicas para desenvolverse con profesionalidad en todo tipo de situaciones y eventos pues sabr n proyectar siempre la imagen institucional e individual deseada en el entorno laboral En definitiva Protocolo y relaciones p blicas es un s lido punto de partida en la formaci n de los futuros profesionales en la que el siguiente paso debe ser la especializaci n en reas espec ficas fruto del desarrollo personal y profesional de cada uno

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