

Los Negocios En La Era Digital Spanish Edition

e-Research y español LE/L2 **La audiencia en la era digital** *La Propiedad Intelectual en la Era Digital* **Emprender en la era digital** **Teaching in a Digital Age** **Claves para la era digital** Cómo conseguir pacientes en la era digital *COMO GANAR AMIGOS EN LA ERA DIGITAL* *Innovación y marketing de servicios en la era digital* **Hollywood en la era digital** Diseño de periódicos y revistas en la era digital *La empresa informativa en la era digital* **LA ERA DIGITAL** **Educación familiar en la era digital** **Digital Work and Personal Data Protection** *The Palgrave Handbook of Corporate Sustainability in the Digital Era* *Formar lectores en la era digital* Nuevas formas de lectura en la era digital **The Representation of Workers in the Digital Era** Literatures in the Digital Era **Advanced Digital Marketing Strategies in a Data-Driven Era** Reinventar la empresa en la era digital **Retail 4.0** **Radio Content in the Digital Age** *TRABAJAR EN LA ERA DIGITAL - CURSO* **Comunicación digital** **AC/E Digital Culture Annual Report 2014** **Gestión del talento en la era digital** **Information and Communication Overload in the Digital Age** **Business @ the Speed of Thought** **Digital Media and Textuality** **Improving University Reputation Through Academic Digital Branding** **La propiedad intelectual en la era digital** *Cyberia Changes, Conflicts and Ideologies in Contemporary Hispanic Culture* Music and Digital Media **World Editors Handbook of Research on Transmedia** Storytelling, Audience Engagement, and Business Strategies Después del cine *Newspapers collection management: printed and digital challenges / La gestión de colecciones de*

periódicos: desafíos en impresos y digitales

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Cómo conseguir pacientes en la era digital May 02 2022 Cómo conseguir pacientes en la Era Digital es un libro convincente sobre cómo convertir una clínica de diferentes especialidades sanitarias en una empresa rentable, partiendo siempre de la excelencia en la solución de los problemas del paciente. Para un sanitario, primero es el paciente, pero la gran mayoría de estos profesionales no ha recibido formación sobre cómo enfocar la clínica para que sea oreciente. El autor explica los pasos que siguió para captar pacientes que salen satisfechos de su clínica después de unos principios titubeantes y llenos de dudas e incertidumbres. No solo detalla cómo llevar una clínica entendida como empresa, sino que describe las herramientas digitales que ayudan a conseguir el objetivo de excelencia clínica y

empresarial. Una guía muy útil para adentrarse en el marketing digital, gestionar el tiempo y disfrutar de una vida más plena.

Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies
Sep 01 2019 As media evolves with technological improvement, communication changes alongside it. In particular, storytelling and narrative structure have adapted to the new digital landscape, allowing creators to weave immersive and enticing experiences that captivate viewers. These experiences have great potential in marketing and advertising, but the medium's methods are so young that their potential and effectiveness is not yet fully understood. *Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies* is a collection of innovative research that explores transmedia storytelling and digital marketing strategies in relation to audience engagement. Highlighting a wide range of topics including promotion strategies, business models, and prosumers and influencers, this book is ideally designed for digital creators, advertisers, marketers, consumer analysts, media professionals, entrepreneurs, managers, executives, researchers, academicians, and students.

Cyberia Jan 06 2020 A trip through modern computer culture that examines the cyberpunk movement, the hacker sub-culture, virtual reality, and smart drugs

Formar lectores en la era digital Jun 22 2021

Digital Media and Textuality Apr 08 2020 Due to computers' ability to combine different semiotic modes, texts are no longer exclusively comprised of static images and mute words. How have digital media changed the way we write and read? What methods of textual and data analysis have emerged? How do we rescue digital artifacts from obsolescence? And how can digital media be used or taught inside classrooms? These and other questions are addressed in this volume that assembles

contributions by artists, writers, scholars and editors such as Dene Grigar, Sandy Baldwin, Carlos Reis, and Frieder Nake. They offer a multiperspectival view on the way digital media have changed our notion of textuality.

LA ERA DIGITAL Oct 27 2021

Gestión del talento en la era digital Jul 12 2020

Reinventar la empresa en la era digital Jan 18 2021

COMO GANAR AMIGOS EN LA ERA DIGITAL Apr 01 2022

The Palgrave Handbook of Corporate Sustainability in the Digital Era Jul 24 2021 This handbook addresses the intersection between corporate sustainability and digital transformation. It analyzes the challenges and transformations required to be able to have sustainable businesses with a future orientation. Topics include current and potential social, demographic, technological, and managerial trends; the implications of the digital revolution in society and business; as well as the challenges of being sustainable, and profitable. Providing an understanding of the business reasons to incorporate a future orientation into the business strategy, this handbook facilitates an understanding of the need for profound changes in individual behavior, organizational culture, public policy, and business environments to adapt to the accelerated changes and manage business with orientation to the future.

La propiedad intelectual en la era digital Feb 05 2020 La digitalización y los sistemas de telecomunicación alteran de forma relevante la práctica de los derechos de autor vigente, se puede decir desde la invención de la imprenta. La reacción frente a los cambios se produce en numerosos campos, queriéndose lograr un real control tecnológico de las obras y un refuerzo jurídico de la posición de los autores. Pero lo que resulta más difícil conseguir es el punto adecuado para el nuevo equilibrio entre los intereses en juego, especialmente por el peso económico que adquiere en el nuevo

contexto la información y los contenidos de las obras de todo tipo. Probablemente uno de los aspectos más significativos a la hora de fijar los nuevos equilibrios son precisamente los límites e infracciones a la explotación en exclusiva de los derechos reconocidos al titular sobre las obras, así como las infracciones a tales derechos creadas por el legislador. Límites e infracciones que marcan la amplitud de capacidades otorgadas por el ordenamiento jurídico, combinando las legítimas expectativas del creador y el indudable interés general en el acceso a obras de cultura y conocimiento por los miembros de una sociedad. Entre las infracciones a los derechos de autor que el legislador interpone para su defensa destacan las de carácter penal por sus consecuencias de todo tipo para el autor del hecho ilícito.

Nuevas formas de lectura en la era digital May 22 2021 El cambio en la forma de lectura es una realidad. Los contenidos de esta obra aportan un indicio de los ejes que concitaron el debate entre los profesionales en torno a las posibilidades de actuación de la docencia para impulsar la lectura en un nuevo ecosistema caracterizado por la implantación de lo digital. Las trece presentaciones que contiene la obra recogen las intervenciones que tuvieron lugar en el Instituto de Empresa University de Segovia en el curso dedicado a las nuevas formas de lectura en la era digital. La principal conclusión que se subrayó en el curso fue que son los profesores quienes marcan la diferencia en las formas de lectura por lo que esta obra es de gran utilidad para que los profesionales profundicen en el conocimiento de las posibilidades que ofrece el entorno digital para la formación de nuevos lectores en nuestro sistema educativo.

Teaching in a Digital Age Jul 04 2022

Emprender en la era digital Aug 05 2022

Advanced Digital Marketing Strategies in a Data-Driven Era Feb 16 2021 In the last decade, the

use of data sciences in the digital marketing environment has increased. Digital marketing has transformed how companies communicate with their customers around the world. The increase in the use of social networks and how users communicate with companies on the internet has given rise to new business models based on the bidirectionality of communication between companies and internet users. Digital marketing, new business models, data-driven approaches, online advertising campaigns, and other digital strategies have gathered user opinions and comments through this new online channel. In this way, companies are beginning to see the digital ecosystem as not only the present but also the future. However, despite these advances, relevant evidence on the measures to improve the management of data sciences in digital marketing remains scarce. *Advanced Digital Marketing Strategies in a Data-Driven Era* contains high-quality research that presents a holistic overview of the main applications of data sciences to digital marketing and generates insights related to the creation of innovative data mining and knowledge discovery techniques applied to traditional and digital marketing strategies. The book analyzes how companies are adopting these new data-driven methods and how these strategies influence digital marketing. Discussing topics such as digital strategies, social media marketing, big data, marketing analytics, and data sciences, this book is essential for marketers, digital marketers, advertisers, brand managers, managers, executives, social media analysts, IT specialists, data scientists, students, researchers, and academicians in the field.

Retail 4.0 Dec 17 2020 La tecnología está cambiando las reglas del negocio minorista. Ahora, la mayoría de los clientes compra desde sus smartphones, no en tiendas físicas. Confían más en las redes sociales y en las opiniones de otros compradores que en la publicidad de las propias marcas. En este nuevo contexto, las estrategias del marketing tradicional ya no dan resultados, necesitamos, por tanto, un nuevo modelo que ayude a las marcas a mejorar la experiencia de cliente, desde que el potencial

cliente descubre un producto hasta que decide comprarlo. La digitalización en el comercio minorista ha marcado una nueva fase, la del retail 4.0. Este libro proporciona un marco interpretativo para que los profesionales puedan comprender y gestionar sus comercios desde esta nueva perspectiva. Da una serie de consejos estratégicos para fusionar el marketing tradicional con el digital, elegir las tecnologías más funcionales, alinear la información que se transmite tanto online como offline y, finalmente, conseguir que las tiendas físicas se conviertan en destinos a los que querer ir, para así ganar la lealtad del consumidor y defenderse de la competencia más agresiva. Kotler y Stigliano proponen diez reglas fundamentales para gestionar con éxito el comercio minorista en la era digital. En cada regla, se profundiza en las implicaciones que tiene en la realidad, mediante entrevistas a CEO de empresas de retail tan importantes como, Lincoln México, iZettle, My Caribu, Vtex, Telefónica, FNAC, Moleskine, Levi Strauss, Coccinelle, etcétera.

Business @ the Speed of Thought May 10 2020 In his new book, Microsoft chairman and CEO Bill Gates discusses how technology can help run businesses better today and how it will transform the nature of business in the near future. Gates stresses the need for managers to view technology not as overhead but as a strategic asset, and offers detailed examples from Microsoft, GM, Dell, and many other successful companies. Companion Web site.

Newspapers collection management: printed and digital challenges / La gestión de colecciones de periódicos: desafíos en impresos y digitales Jun 30 2019 This volume offers presentations at the most recent events of the IFLA Newspapers Section (Santiago de Chile, May 2007 & Durban, August 2007). The Santiago International Newspaper Conference as the first of its kind, aimed at taking stock of the Latin American newspaper collection and analyzing current activities from the basics to sophisticated digitization and software technologies. Most presentations are offered in Spanish and

English. This publication focuses on the key issues in newspaper librarianship - preservation and access - in which digitization is a very important tool.

Information and Communication Overload in the Digital Age Jun 10 2020 Advances in communication technologies have created an overabundance of available information and knowledge to people in contemporary society. Consequently, it has become pivotal to develop new approaches for information processing and understanding. *Information and Communication Overload in the Digital Age* is a comprehensive reference source for the latest scholarly material on the increased amount of information created by evolving technologies, examining creative methods for improved control of information overload. Focusing on theoretical and experimental topics, such as media consumption, media literacy, and business applications, this book is ideally designed for researchers, practitioners, academics, graduate students, and professionals seeking emerging perspectives on information and communication management.

e-Research y español LE/L2 Nov 08 2022 e-Research y español LE/L2: Investigar en la era digital es el primer volumen que aborda de manera conjunta las aportaciones al español LE/L2 de la lingüística de corpus, la biblioteconomía y la edición digital. Es excelente para mejorar las técnicas de investigación a la vez que se toma conciencia sobre el uso de las tecnologías en los estudios sobre el español LE/L2. Características principales: visión interdisciplinar e internacional a partir del trabajo de expertos que ejercen su actividad docente, investigadora y profesional en diferentes ámbitos y en distintos países; planteamiento teórico-práctico mediante la exposición de una reflexión teórica y la descripción de casos prácticos; sólido marco teórico que se presenta en los dos primeros capítulos; estructura homogénea dividida en útiles apartados (necesidades, cómo ayudan las tecnologías y casos concretos) para que el lector pueda localizar los contenidos con facilidad; lectura del volumen que

puede ser lineal (capítulo tras capítulo) o transversal (por ejemplo, los casos prácticos que se presentan en cada capítulo); materiales complementarios en línea, como, por ejemplo, glosario hipertextual y enlaces a los corpus y programas mencionados en los capítulos. Escrito en español, de manera clara y accesible, y con abundantes ejemplos e ilustraciones, e-Research y español LE/L2: Investigar en la era digital es ideal para todas aquellas personas vinculadas con la investigación en torno al español LE/L2: estudiantes de máster y doctorado, directores de tesis (PhD o máster) y profesores. e-Research y español LE/L2: Investigar en la era digital is the first volume that jointly addresses the contributions of corpus linguistics, librarianship and digital publishing to Spanish as a second or foreign language (LE/L2). It is excellent for improving research techniques while raising awareness about the use of technologies in studies of Spanish LE/L2. Main features: interdisciplinary and international vision based on the work of experts who carry out their teaching, research and professional activities in different fields and in different countries; theoretical-practical approach through the presentation of a theoretical reflection and the description of practical cases; solid theoretical framework which is presented in the first two chapters; each chapter is divided into three useful sections (needs, how technologies help, and specific cases) so that the reader can easily locate the contents; reading can be linear (chapter by chapter) or transversal (for example, the practical cases presented in each chapter); supplementary online materials include a hypertext glossary and links to the corpus and programs mentioned in the chapters. Written in Spanish, in a clear and accessible way, and with abundant examples and illustrations, e-Research y español LE/L2: Investigar en la era digital is ideal for all those involved in research on Spanish LE/L2, master's and doctoral students, thesis supervisors and professors.

Changes, Conflicts and Ideologies in Contemporary Hispanic Culture Dec 05 2019 This book is

formed by various chapters studying the manner in which conflicts, changes and ideologies appear in contemporary Hispanic discourses. The contributions analyze a wide variety of topics related to the manner in which ideological and epistemological changes of the 19th, 20th and 21st centuries are reflected in, and shape, Spanish language, literature, and other cultural expressions in both Spain and Latin America. The 19th century was conducive to various movements of independence, while, in Europe, radical changes of different types and in all contexts of life and knowledge occurred. Language was certainly affected by these changes resulting in new terminology and discourse strategies. Likewise, new schools of thought such as idealism, dialectic materialism, nihilism, and nationalism, among others, were established, in addition to new literary movements such as romanticism, evocative of (r)evolution, individualism and realism, inspired by the social effects of capitalism. Scientific and technological advances continued throughout the 20th century, when the women's liberation movement consolidated. The notion of globalization also appears, simultaneously to various crises, despotism, wars, genocide, social exclusion and unemployment. Together, these trends give rise to a vindicating discourse that reaches large audiences via television. The classic rhetoric undergoes some changes given the explicit suasion and the absence of delusion provided by other means of communication. The 21st century is defined by the flood of information and the overpowering presence of mass communication; so much so, that the technological impact is clear in all realms of life. From the linguistic viewpoint, the appearance of anglicisms and technicalities mirrors the impact of post-modernity. There is now a need to give coherence to a national discourse that both grasps the past and adapts itself to the new available resources with the purpose of conveying an effective and attractive message to a very large audience. Discourse is swift, since society does not seem to have time to think, but instead seeks to maintain interest in a world filled with stimuli that, in

turn, change constantly. Emphasis has been switched to a search for historical images and moments that presumably explain present and future events. It is also significant that all this restlessness is discussed and explained via new means such as the world-wide-web. The change in communication habits (e-mail, chats, forums, SMS) and tools (computers, mobile phones) that was initiated in the 20th century has had a net effect on the directness and swiftness of language.

La audiencia en la era digital Oct 07 2022

Hollywood en la era digital Jan 30 2022 Hollywood es, en la actualidad, una pieza más en el complejo engranaje de los potentes conglomerados multimediáticos que rigen la industria del espectáculo. Esta transformación industrial coincide con la convivencia que el celuloide tradicional mantiene con las nuevas imágenes digitales. Delimitado por las simbólicas fronteras establecidas entre «Jurassic Park» (1993) y «Avatar» (2009), el libro recurre a medio centenar de films representativos de este período para analizar el cine norteamericano de la era digital a través de sus principales tendencias genéricas, los vasos comunicantes con otros lenguajes (televisión, cómic, parques temáticos o videojuegos), remakes de grandes clásicos, el reciclaje de mitos ancestrales o la exploración de mundos virtuales.

Music and Digital Media Nov 03 2019 Anthropology has neglected the study of music and this needs to be redressed. This book sets out to show how and why. It does so by bringing music to the subfield of digital anthropology, arguing that digital anthropology has much to gain by expanding its horizons to music – becoming more interdisciplinary by reference to digital/media studies, music and sound studies. Music and Digital Media is the first comparative ethnographic study of the impact of digital media on music worldwide. It offers a radical and lucid new theoretical framework for understanding digital media through music, showing that music is today where the promises and problems of the

‘digital’ assume clamouring audibility – while acting as a testing ground for innovations in the digital-cultural industries. The book contains ten chapters, eight of which present comprehensive original ethnographies. The chapters between them addresses popular, folk and art musics in the global South and North, including Kenya, Argentina, India, Canada and the UK/Europe, with each chapter providing a different regional or digital focus. The book is unique in bringing ethnographic research on popular, folk and art musics from the global North and South into a comparative framework on a large scale, and creates an innovative new paradigm for comparative anthropology. Praise for *Music and Digital Media* ‘This exciting volume forges new ground in the study of local conditions, institutions, and sounds of digital music in the Global South and North. The book’s planetary scope and its commitment to the “messiness” of ethnographic sites and concepts amplifies emergent configurations and meanings of music, the digital, and the aesthetic.’ Marina Peterson, University of Texas, Austin

‘The global drama of music’s digitisation elicits extreme responses – from catastrophe to piratical opportunism – but between them lie more nuanced perspectives. This timely, absolutely necessary collection applies anthropological understanding to a deliriously immersive field, bringing welcome clarity to complex processes whose impact is felt far beyond what we call music.’ David Toop, London College of Communication

‘Spanning continents and academic disciplines, the rich ethnographies contained in *Music and Digital Media* makes it obligatory reading for anyone wishing to understand the complex, contradictory, and momentous effects that digitization is having on musical cultures.’ Eric Drott, University of Texas, Austin

‘This superb collection, with an authoritative overview as its introduction, represents the state of the art in studies of the digitalisation of music. It is also a testament to what anthropology at its reflexive best can offer the rest of the social sciences and humanities.’ David Hesmondhalgh, University of Leeds

‘*Music and Digital Media* is a groundbreaking update to

our understandings of sound, media, digitization, and music. Truly transdisciplinary and transnational in scope, it innovates methodologically through new models for collaboration, multi-sited ethnography, and comparative work. It also offers an important defense of—and advancement of—theories of mediation.’ Jonathan Sterne, McGill University 'Music and Digital Media is a nuanced exploration of the burgeoning digital music scene across both the global North and the global South. Ethnographically rich and theoretically sophisticated, this collection will become the new standard for this field.' Anna Tsing, co-editor of *Feral Atlas: The More-than-Human Anthropocene*

Digital Work and Personal Data Protection Aug 25 2021 This book gathers contributions related to the most pressing problems and challenges that new information and communications technologies (ICT) and digital platforms introduce into the labour market, and the impact they have on the way that people work, their rights and even their health and dignity. In addition, there are also chapters studying personal data protection, which is currently a topic of maximum interest due to the New European Regulation about it. The contributors here are drawn from around the world, with several countries represented, such as Portugal, Spain, Italy, Brazil, Australia and Venezuela. The book will appeal lawyers, legal and human resources experts, economists, judges, academics and staff from trade unions, and employers’ representation. The volume features insights and contributions in different languages, with chapters in Spanish (12), English (6) and Portuguese (4).

World Editors Oct 03 2019 The existence of World Literature depends on specific processes, institutions, and actors involved in the global circulation of literary works. The contributions of this volume aim to pay attention to these multiple material dimensions of Latin American 20th and 21st century literatures. From perspectives informed by materialism, sociology, book studies, and digital humanities, the articles of this volume analyze the role of publishing houses, politics of translation,

mediators and gatekeepers, allowing insights into the processes that enable books to cross borders and to be transformed into globally circulating commodities. The book focusses both on material (re)sources of literary archives, key actors in literary and cultural markets, prizes and book fairs, as well as on recent dimension of the digital age. Statements of some of the leading representatives of the global publishing world complement these analyses of the operations of selection and aggregation of value to literary texts.

Diseño de periódicos y revistas en la era digital Dec 29 2021

Innovación y marketing de servicios en la era digital Feb 28 2022 ¿Cómo pueden las empresas innovar y aprovechar las oportunidades de negocio que abre la era digital? Los cambios que generan los avances tecnológicos, especialmente la digitalización y la movilidad, están revolucionando las disciplinas del Marketing y la Innovación. Se abren grandes oportunidades de éxito, según muestran 35 casos reales de emprendedores y empresas de todo el mundo: desde Coca-Cola hasta Spotify. Para triunfar es necesario desarrollar capacidades creativas, diseñando soluciones y contenidos relevantes, junto a capacidades analíticas, aprendiendo a hablar el lenguaje de la tecnología y la creación de valor. El libro profundiza, desde un enfoque práctico, en las áreas que contribuyen a un crecimiento del negocio orientado al cliente, con especial foco en las empresas de servicios y digitales. Combina fundamentos estratégicos con herramientas de aplicación práctica, en sus diferentes retos: Innovación de soluciones; Marketing estratégico; Marketing operativo y digital; y Gestión de clientes. Esta actualización resulta de especial interés para profesionales, emprendedores y estudiantes que busquen desarrollar sus capacidades para gestionar desde la Innovación y el Marketing. Índice Parte I. Revolución digital de los servicios en la era del cliente: Innovación, Marketing y resultados.- Oportunidades en la Era Digital.- Una organización customer-centric.- Parte II Innovación en

soluciones de servicios: Emprendimiento e Innovación.- Procesos de Innovación en servicios.- Ideación y prototipado de nuevas soluciones.- Modelos de negocio y plan de negocio.- Parte III. Marketing estratégico en empresas de servicios: Estrategia y planificación de Marketing.- Conocimiento del cliente.- Segmentación, target y posicionamiento.- La marca.- La experiencia del cliente.- Parte IV. Marketing operativo y digital en empresas de servicios: Omni-Canalidad off-line + on-line.- Marketing Digital, on-line y móvil.- Comunicación, contenidos y diálogo.- Gestión de valor y precio.- Parte V. Gestión de clientes: Captación y valor de clientes.- Fidelización y desarrollo de clientes.

Radio Content in the Digital Age Nov 15 2020 The traditional radio medium has seen significant changes in recent years with the current global shift toward multimedia content, with both digital and FM making significant use of new technologies, including mobile communications and the Internet. This book focuses on the important role these new technologies play—and will play as radio continues to evolve. Originally from talks given at the 2009 Radio Content in the Digital Age conference in Cyprus, this series of essays by top academics in the field examines new options for radio technology as well as a summary of the opportunities and challenges that characterize academic and professional debates around radio today.

TRABAJAR EN LA ERA DIGITAL - CURSO Oct 15 2020

La empresa informativa en la era digital Nov 27 2021

Después del cine Aug 01 2019 En 1995, el cinematógrafo cumplió cien años. A partir de esta fecha simbólica empezó una curiosa mutación: cambiaron los sistemas de producción, las formas de ver y el soporte, que pasó del celuloide a lo digital. Después del cine es una reflexión sobre dicha transformación, que no es únicamente tecnológica—la sustitución de la fotografía en movimiento por

la imagen pixelada—, sino también cultural—puesto que la imagen digital ha redefinido la relación entre imagen y realidad en el mundo contemporáneo, el de la web 2.0—. En su recorrido el libro propone numerosos ejemplos: los blockbusters hollywoodienses que utilizan la imagen en 3D; la textura digital; los documentales rodados con cámaras de baja definición y las imágenes de la guerra de Irak colgadas en YouTube.

Claves para la era digital Jun 03 2022 Este libro analiza la experimentación que se lleva a cabo en la actualidad en el campo de la comunicación audiovisual desde varios frentes: la universidad, la opinión, el periodismo, la empresa, los foros, los medios de comunicación, los espectadores-oyentes, el ensayo o la literatura. Los próximos años se presentan cambiantes para la profesión periodística, ya que no se trata tanto de dar sentido a una herencia como de recoger el testigo que la historia reciente de las comunicaciones ha puesto en nuestras manos. Podemos hablar incluso de ruptura en lo que ha venido siendo la forma habitual de hacer y entender la comunicación.

Improving University Reputation Through Academic Digital Branding Mar 08 2020 As higher education institutions adapt to an increasingly digital world, it is imperative that they adopt technological techniques that allow them to establish a digital presence. Academic e-branding involves managing a university's brand and image to promote and build the reputation of the institution, especially in regards to its student and faculty research and achievements. Without a solid digital presence, higher education institutions may struggle to remain competitive. Improving University Reputation Through Academic Digital Branding is a critical scholarly publication that explores digital branding and its role in establishing the reputation of academic institutions and programs. Featuring a range of topics including digital visibility, social media, and inclusive education, this book is ideal for higher education boards, brand managers, university and college marketers, researchers, academicians,

practitioners, administrators, and students.

Comunicación digital Sep 13 2020 Este manual está dirigido a estudiantes de comunicación y de educación de grado y posgrado. El eje central de toda la obra es el novedoso concepto de Factor Relacional, atendiendo al nuevo modelo que los autores han bautizado como «TRIC» (Tecnologías de la Relación, Información y Comunicación), que dibuja un nuevo escenario de contextos y mediaciones en la comunicación digital y móvil. Este libro contiene todas las partes esenciales para entender la comunicación digital: fundamentos, principios, interactuantes, competencias, mediaciones e inteRmetodología. Desde una perspectiva educomunicativa, los autores proponen métodos innovadores para llevar a cabo prácticas de aprendizaje digital en entornos presenciales, semipresenciales y virtuales. Como aportación final, se entrevista a seis reconocidos expertos en educación mediática y competencia digital para abordar desde su mirada diferentes temas planteados en el libro, de forma dialógica y abierta a la reflexión. También se brinda a los lectores la posibilidad de participar e interactuar en un laboratorio de experiencias TRIC.

The Representation of Workers in the Digital Era Apr 20 2021 This book compiles empirical evidence on both the challenges raised by neo-liberal policies and the internet to trade unions, and the development of more flexible forms of worker organisation and collective representation. The relationship with digital devices seems inevitably to contribute to differentiating trends, simultaneously acting as an internal and external constraint on organisation. Gathering academics and experts from European and Brazilian universities, this book is recommended for researchers and students in the fields of sociology of work, labour studies and collective action, as well as practitioners and others interested in worker interest organisations and collective representation in the early 21st Century.

La Propiedad Intelectual en la Era Digital Sep 06 2022

AC/E Digital Culture Annual Report 2014 Aug 13 2020 The AC/E Digital Culture Annual Report aims to become an annual document of reference that analyses the evolution of digital trends in the cultural sector (museums, libraries, publishing companies, booksellers, theatre companies, film production, music companies, etc.) It is designed to be a manual for constant reference and consultation for cultural sector professionals wishing to discover the advantages & benefits derived from the use of new technologies. The first report, coordinated by Javier Celaya of Dosdoce.com, analyses the impact of the Internet in the overall cultural sector, as well as it provides a specific focus on the use of new technologies in the performing arts (production, promotion, staging, distribution, etc.). Each year, the report will focus on a specific area of the cultural sector. The aim of the study is to exchange knowledge by identifying cases of success and good practices at both the national and international levels in order to enhance performing arts professionals' awareness of the possibilities new technologies can offer their entities and also of the digital trends they will need to bear in mind in the coming years. In this regard, the report is much more than just an initial compilation of the statistical data needed to establish the point of departure and current use of different types of technology. This study involves preliminary research and is open to the participation of any cultural entity wishing to contribute its experience and present cases of good practice and success in the use of different types of technology applied to the performing arts.

Educación familiar en la era digital Sep 25 2021

Literatures in the Digital Era Mar 20 2021 The application of technology to information, communication, and culture has been through the history of humanity a key factor in social progress and well being. Literatures in the Digital Era: Theory and Praxis analyses in its twenty chapters the impacts of digital technology for the contemporary culture. The literary system is being powerfully

affected in three aspects. In the first place, computer resources have been used to preserve and edit literary texts, associating to them graphical material, links with related texts or with dictionaries, and, above all, developing search tools of concordance and syntactic/semantic analysis. Secondly, we are watching the birth of a digital literature, with new generic characteristics, new creators, with knowledge of both, technological mechanisms and literary resources, and a reader capable of interpreting and enjoying texts on the screen. Thirdly, literary theory has expressed new postulates with regard to the multiple authorship of digital texts, the disintegration of the textual meaning, the intertextuality and implications of the reader in the creation process and the interpretation of the texts. These three impacts imply, for some authors, the search of a new paradigm for the creation, reading, and interpretation of digital texts, which points to a new humanism.