



Chicha power: El márketing se reinventa (Spanish Edition)

Jaime Bailón, Alberto Nicoli

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Los autores recrean la historia de los grupos de música chicha, que apuestan por la mezcla de instrumentos, géneros y formas de interpretación; sistematizan el modus operandi de los agentes del mercadeo y sus organizaciones, y establecen analogías con las prácticas de las empresas formales, demostrando que el contacto con la realidad y la vida cotidiana es el ingrediente principal del márketing.

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