
Branding Tendencias Retos Comunicación Marca

lo Último en branding: cuatro tendencias innovadoras - *lo Último en branding: cuatro tendencias innovadoras por: roxana robledo profesora de mercadotecnia, itam los mercadólogos siempre estamos buscando el "santo grial" para lograr la lealtad de marca, un caso práctico para el análisis del neuromarketing ...* - 17 artículos de investigación /william r. avendaño castro un caso práctico para el análisis del neuromarketing visual en el centro comercial ventura plaza (cúcuta, colombia) a case study for the analysis of visual neuromarketing in plaza ventura (cucuta-colombia)

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