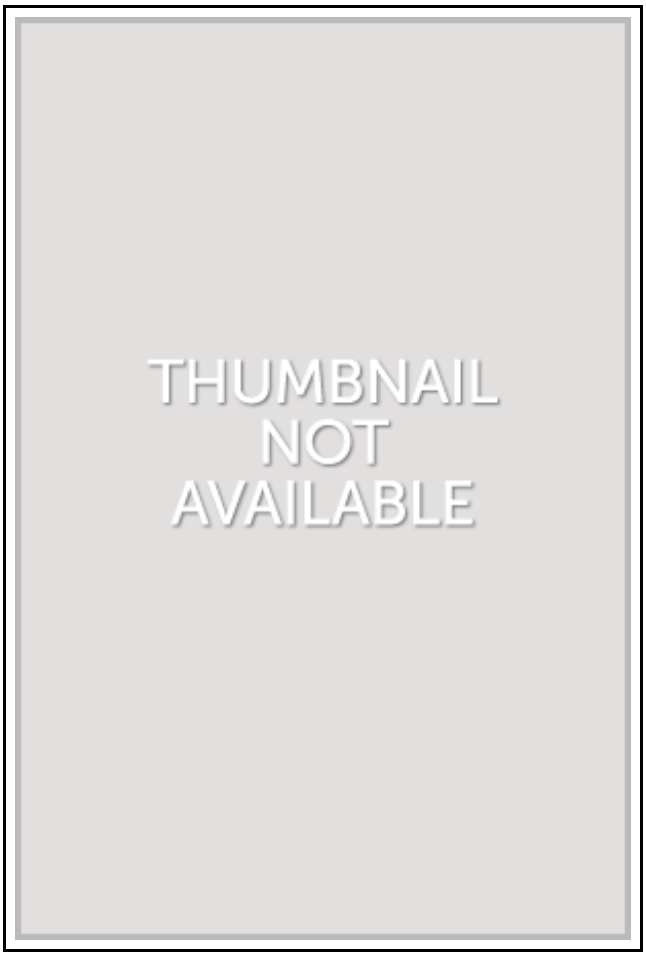
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Jorge Pinto Books, United States, 2008. Paperback. Book Condition: New. 224 x 152 mm. Language: Spanish . Brand New Book ***** Print on Demand *****.Durante las tres ltimas dcadas, Alan Siegel se ha convertido en una de las figuras ms reconocidas dentro del campo del branding y en acrrimo defensor de la comunicacin clara. Mientras se dedicaba a construir Siegel Gale, una empresa lder en marcas, se destac como uno de los pilares del establishment, lo que no le impidi mostrarse, a la vez, como un iconoclasta provocativo. Su amplio radio de influencia incluye el brindar asesoramiento a organizaciones de la talla de Xerox, American Express, la Asociacin Nacional de Baloncesto (NBA), Caterpillar, las Girl Scouts, y The New School entre otras, al tiempo que crea guas sobre la comprensin de los mercados financieros para The Wall Street Journal e integra las juntas directivas de numerosas instituciones comerciales y culturales. Entre las obras de su autora se cuentan One Man s Eye: Photographs from the Alan Siegel Collection, y Step Right This Way: The Photoghraphs of Edward J. Kelty. Alan Siegel escribi un libro acerca la simplificacin de lo complejo, y el proceso consiguiente contribuy a la construccin de marcas duraderas en todo el territorio de los Estados Unidos. Verdaderamente, es justo que ahora se haya escrito un libro sobre l. -Craig J. Kelly, Vicepresidente Ejecutivo y Oficial Senior de Marketing (CMO) de SunTrust Banks Inc. Las biografas son relatos de los xitos y los fracasos de los seres humanos, de cmo prosperan y sobreviven. Estas narraciones nos educan, puesto que no podemos dejar de identificarnos con el protagonista en algn punto. La biografa de Alan Siegel nos cuenta la historia de un hombre que alcanz el xito y el liderazgo en un rea que ni l ni sus amigos...

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