

# Nuevas tendencias en comunicación

New Tendencies in Communication



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Of all the areas involved in the commercialisation of services and products, communication is the one which is experiencing the most rapid and drastic changes. The fragmentation of the media and communications support, the appearance of new technologies and changes in consumer behaviour make it necessary to bring the context up to date and reveal the most important tendencies.

The aim of this work is to follow these changes and attempt to understand their utility since this has become crucial for agencies, advertisers and even consumers, who are more active than ever in their 'dialogue' with brands. It hopes to be a guide for those who want to be aware of all the new currents in communication, through case studies and companies with the most advanced practical experience in this area.

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