



¡Responde! Guía para entrevistas ganadoras (Spanish Edition)

Jaime Lértora

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Ni por un segundo pierdas de vista la regla de oro: a las entrevistas no se va a contestar preguntas sino a colocar mensajes.

Con *¡Responde!*, Jaime Lértora, graduado ingeniero pero comunicador de profesión, completa la trilogía iniciada en 2007 con *¡Habla!* y que continuó con *¡Presenta!* en 2010, un conjunto que no solo aconseja sobre cómo enriquecer nuestras habilidades comunicativas, sino que integra ese aspecto a otros del desarrollo personal y profesional.

Dedicado al *media training* o entrenamiento en medios, este libro resulta especialmente útil para quienes deben desenvolverse ante un público y frente a la televisión, la radio y la prensa escrita, y para quienes, cumpliendo otras funciones, también se especializan en marketing. Pero no solo para ellos tiene interés, pues con sus datos y ejemplos oportunos, sus entretenidas anotaciones y anécdotas y su esclarecimiento sobre determinadas estrategias, permite al lector en general tomar conciencia sobre su manera cotidiana de transmitir mensajes y, quizás más importante, sobre su modo de recibirlos.

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