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Ana María Enrique Jiménez

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El Máster en Dirección de Comunicación Empresarial e Institucional (DCEI) de la Universitat Autònoma de Barcelona es un referente tanto a nivel nacional como internacional en la formación de directores de Comunicación. Durante sus más de dos décadas de historia, el Máster DCEI ha ido generando un relevante y reconocido corpus teórico-práctico que ha ido creciendo y perfeccionándose paralelamente a la aparición, implantación y consolidación en la profesión de la figura del DirCom. En este libro nueve docentes de universidades de referencia y profesionales de prestigio, todos ellos colaboradores del Máster DCEI, a partir de sus distintas especialidades, abordan el fenómeno de la Dirección de Comunicación desde un enfoque estratégico e integral. Somos estrategias. Dirección de Comunicación Empresarial e Institucional es una obra conjunta de indudable interés para estudiantes, investigadores y profesionales que quieran conocer el estado actual de la Dirección de Comunicación, sus procesos y sus contribuciones en la gestión de empresas e instituciones.

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