

Inspiracion y Misterio En El Hotel Talento (Paperback)



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(Ms. Shaina Legros III)

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Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: Spanish . Brand New Book ***** Print on Demand *****.Acaba de abrir sus puertas el Hotel Talento, un fabuloso complejo tematico dedicado al mundo de la creatividad y la imaginacion. Los creativos de las agencias mas destacadas son invitados a pasar una semana en sus instalaciones. Competiran con sus ideas por el premio de desarrollar la campana para un misterioso y revolucionario producto que aun no ha sido dado a conocer y que promete dinamitar el mercado de las bebidas refrescantes, tras generar unas expectativas sin precedentes. Thomas Nelkis, prestigioso creativo de ideasZDB, descubre pronto que nada es lo que parece y que Drinks Dreams, la multinacional fabricante de la bebida secreta, ha preparado algo mas peligroso que un brainstorming o un original concurso de agencias. La informacion sobre el producto se oculta y los participantes son presionados, manipulados, sometidos a extranas pruebas e incluso estrechamente vigilados. Que busca exactamente Daniel Z. Eckerman, CEO de Drinks Dreams? Cuales son las asombrosas propiedades del nuevo refresco? El autor de El poder del ingenio, Viaje al exito y A pleno empleo sorprende con su primera novela; un fascinante e imaginativo thriller sobre el mundo de la creatividad publicitaria, repleto de misterio, intriga e inesperados giros. INSPIRACION Y MISTERIO EN EL HOTEL TALENTO ofrece ademas varios niveles de lectura que abarcan desde el mas puro entretenimiento, hasta un valioso contenido practico que apreciaran y encontraran especialmente util los lectores mas creativos. Feliz estancia y feliz inspiracion!.



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