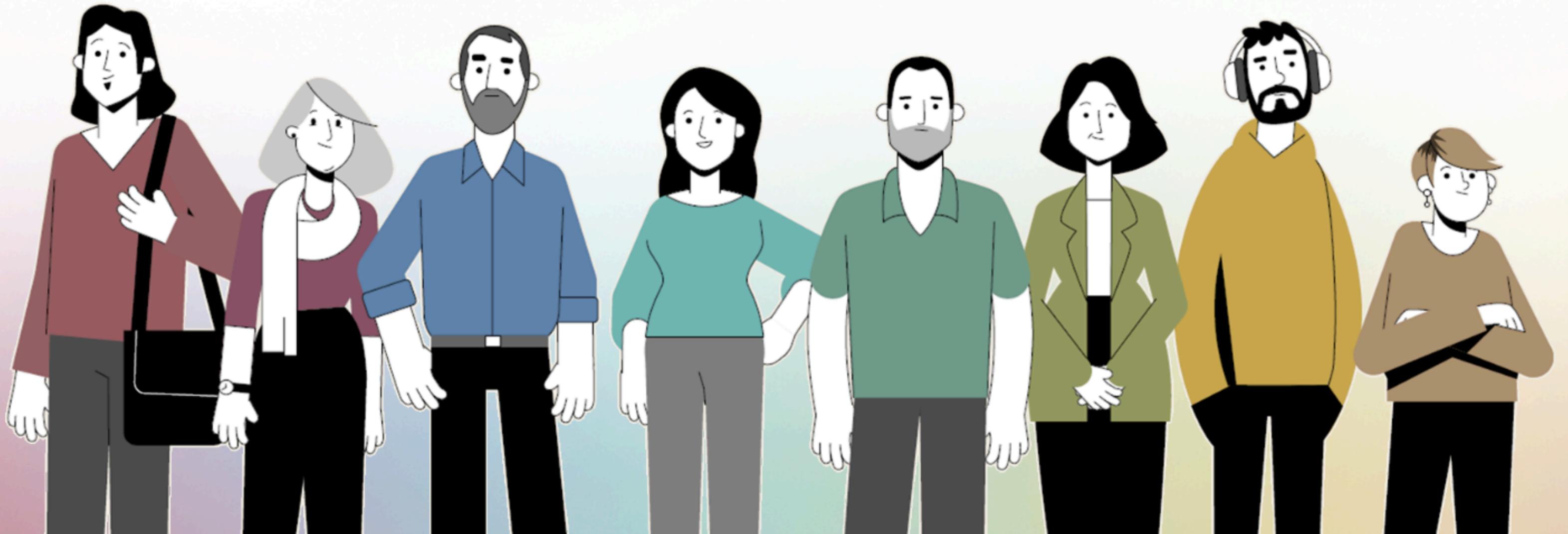
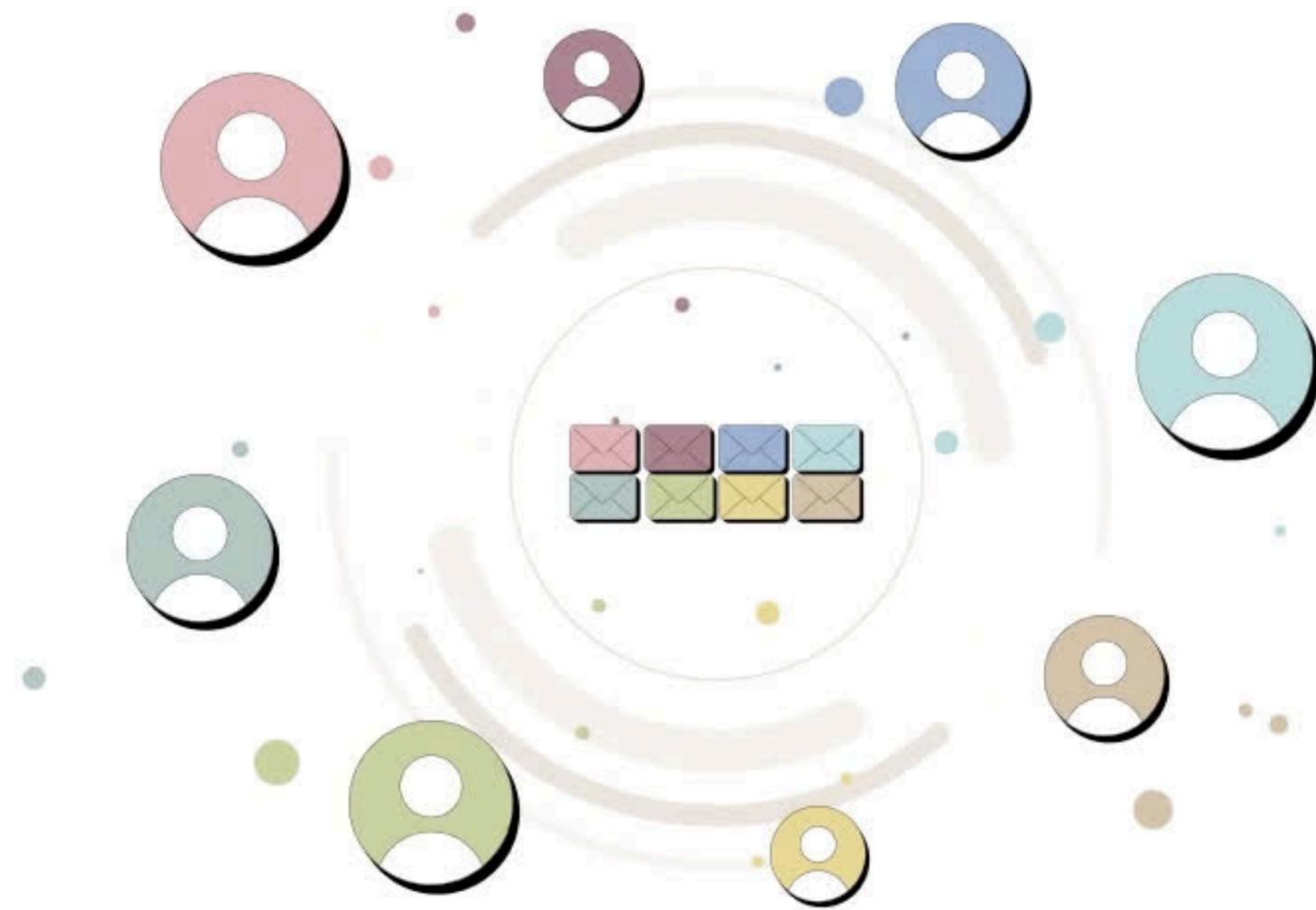


Tácticas para construir mensajes efectivos

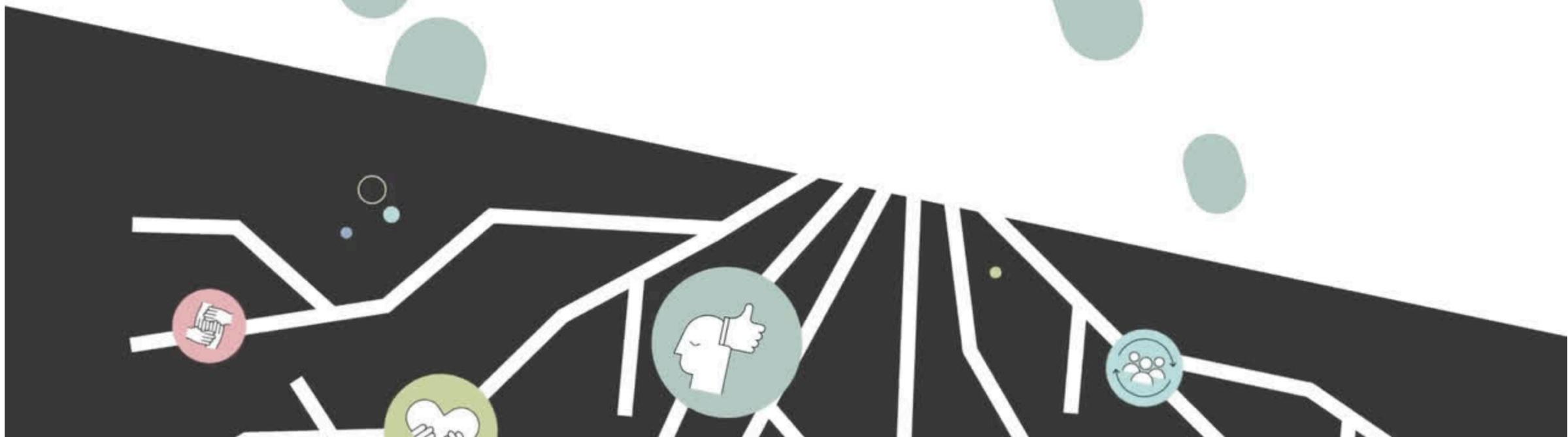
Cambio de narrativas, parte 5

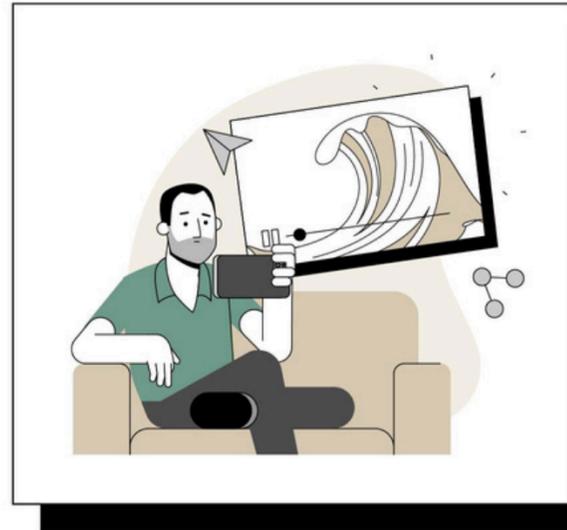
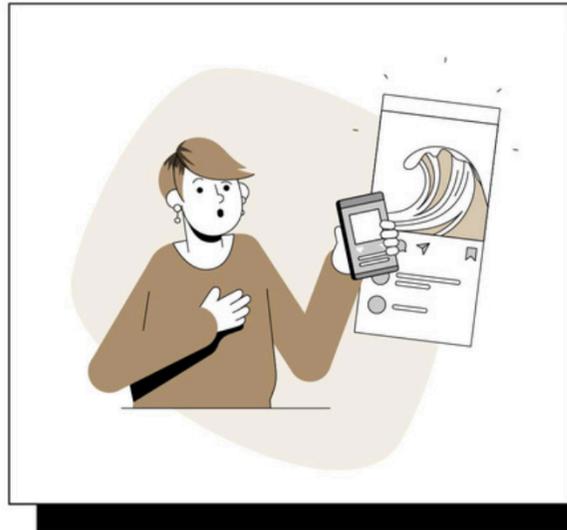
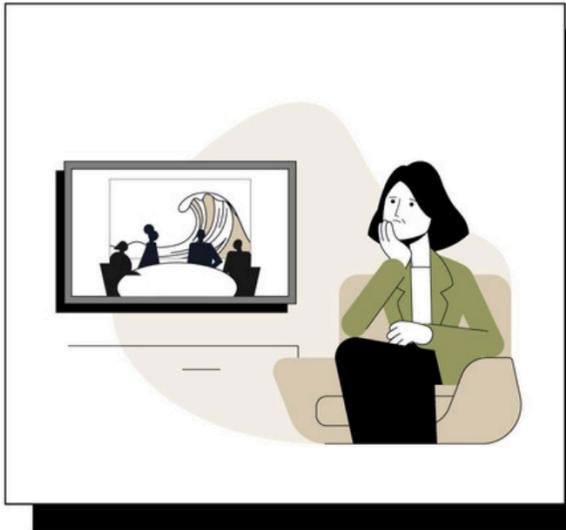
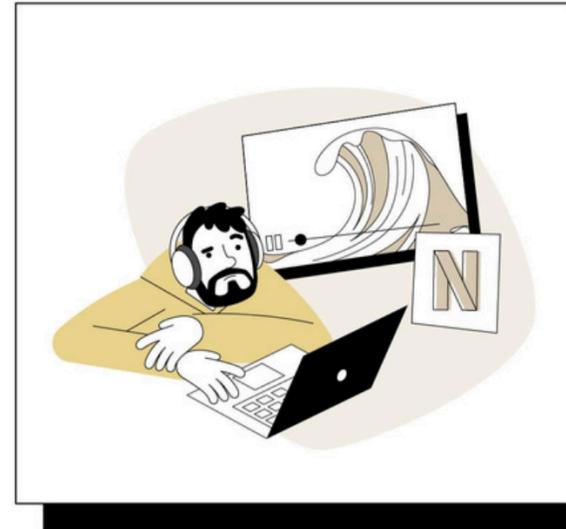
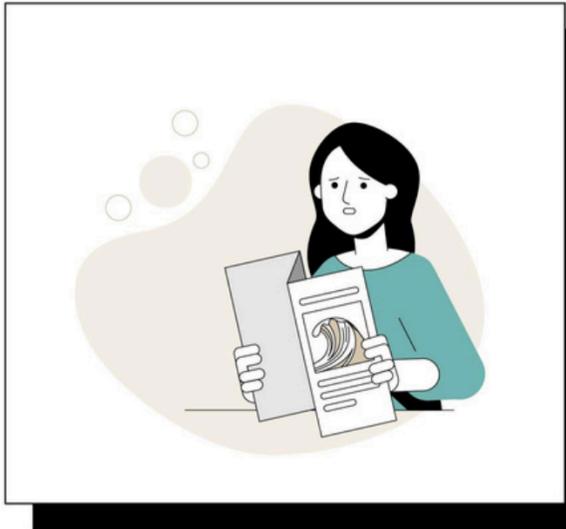




1

Reconoce a tu audiencia y crea
un lugar común





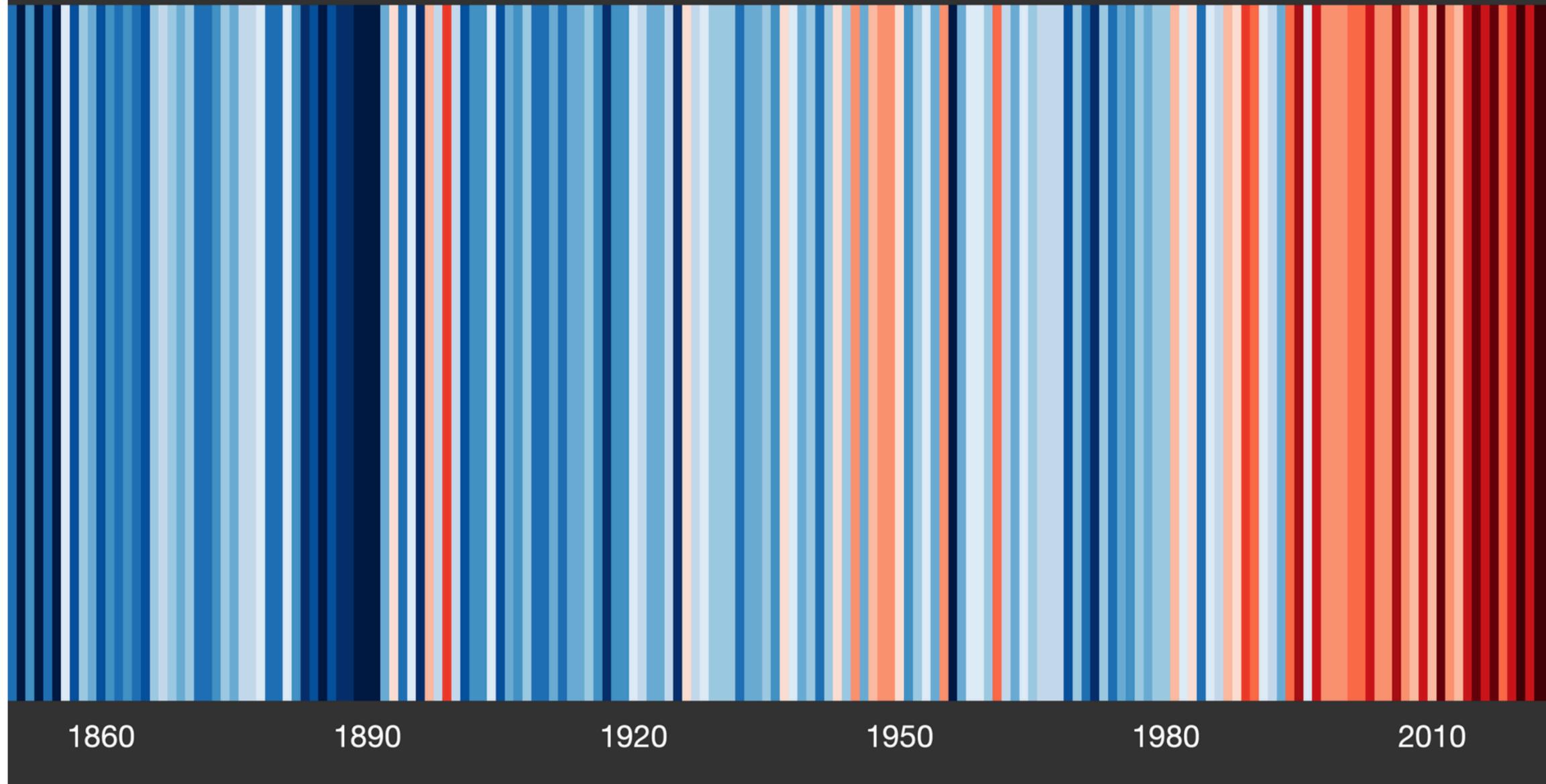
2

Cuenta historias a través de
imágenes

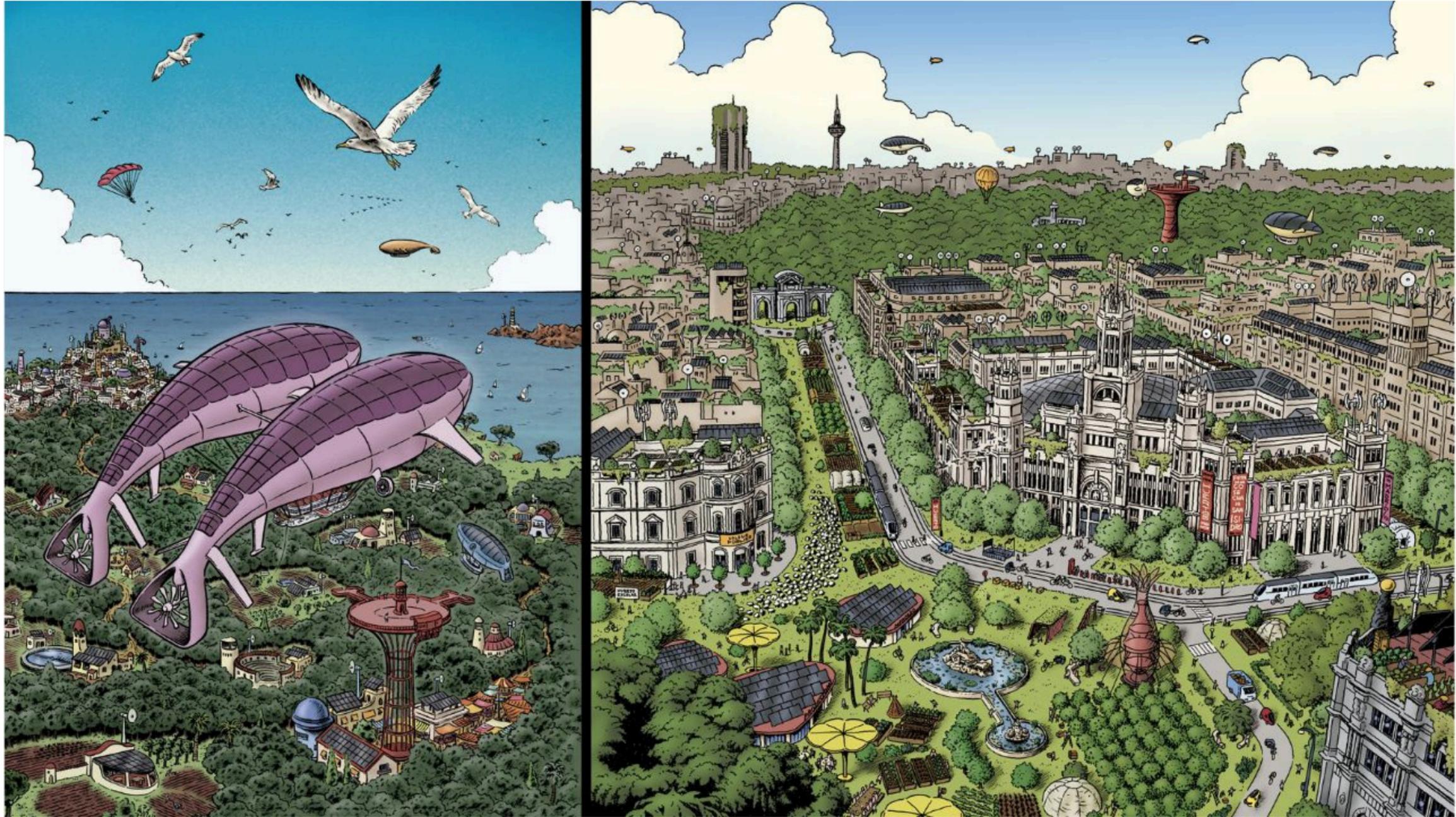




Temperature change in Spain since 1850



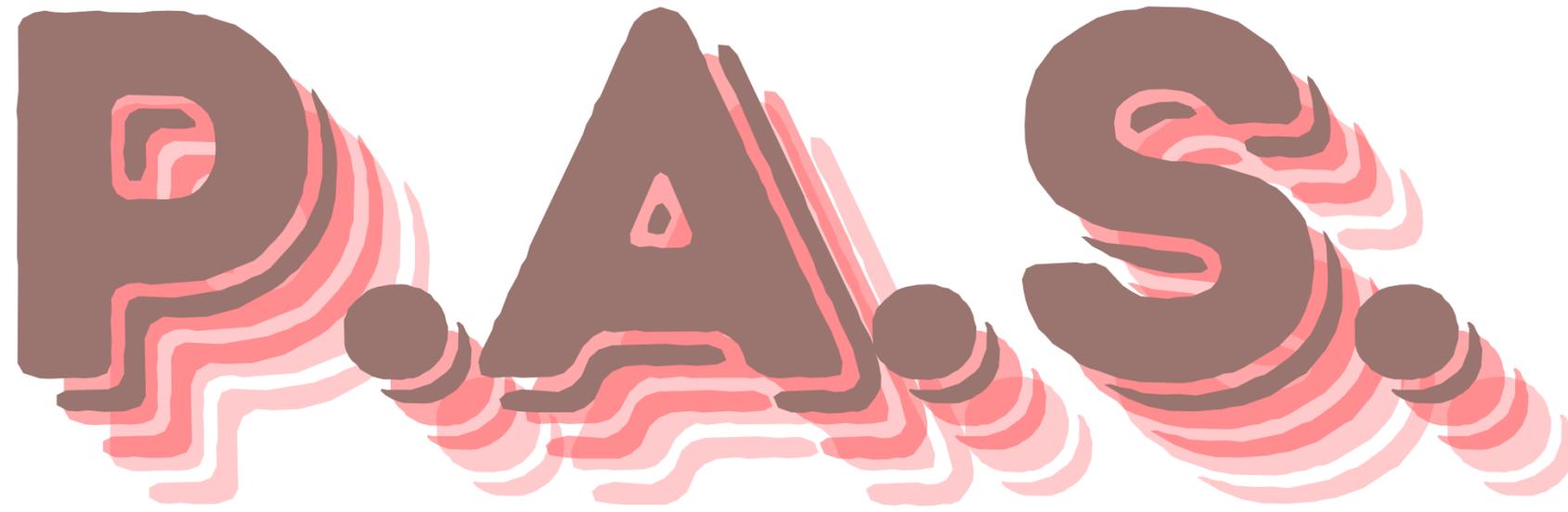
showyourstripes.info



Miguel Brieva

3

Aporta soluciones e incluye
llamadas a la acción

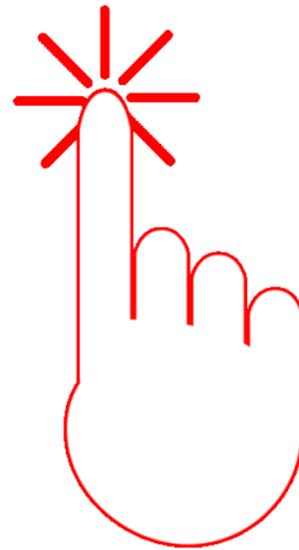


Problem - Agitate - Solve





Clic aquí



4

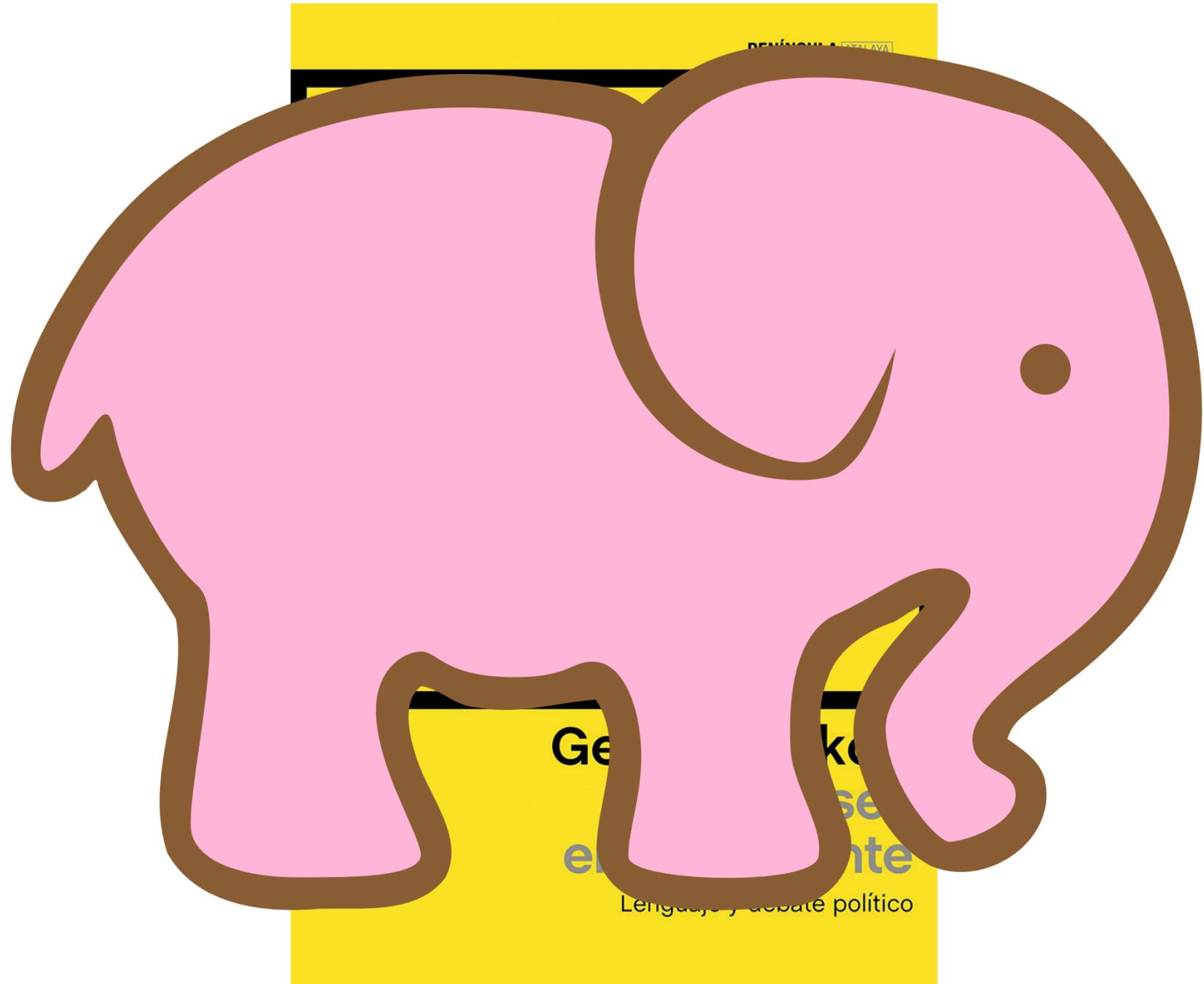
No nombres al elefante

PENÍNSULA ATALAYA



George Lakoff
No pienses
en un elefante

Lenguaje y debate político



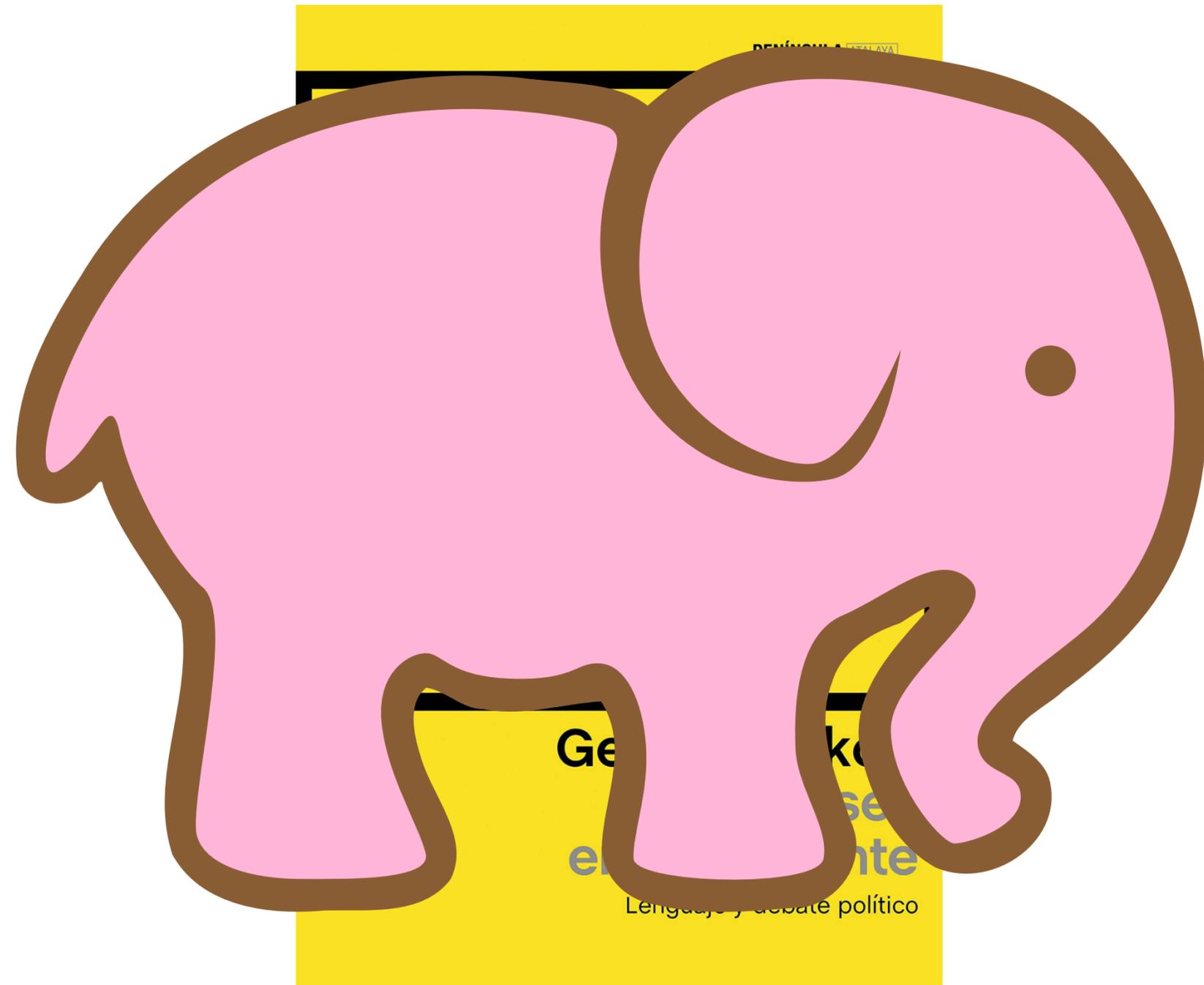
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Lenguaje y debate político



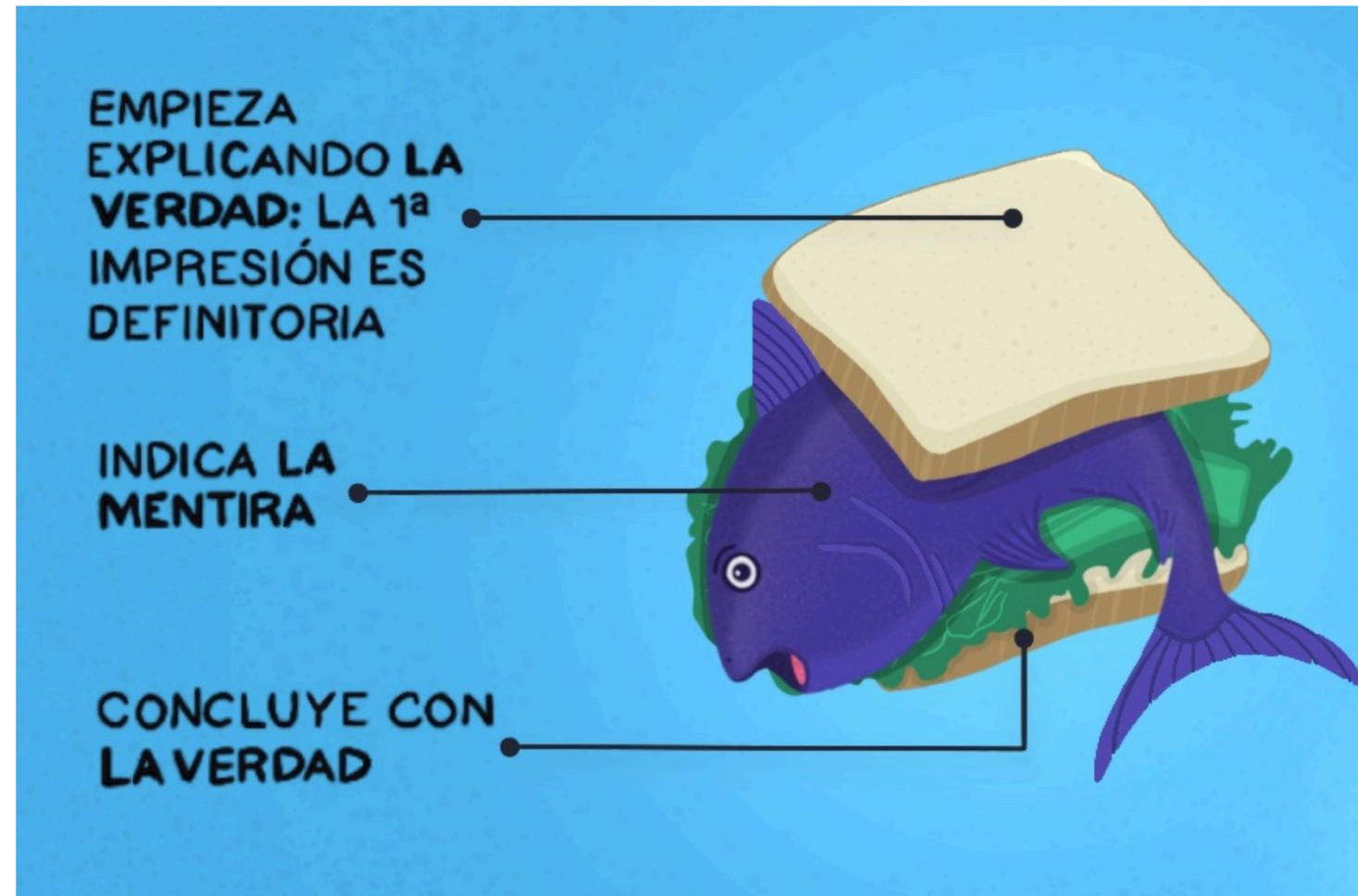




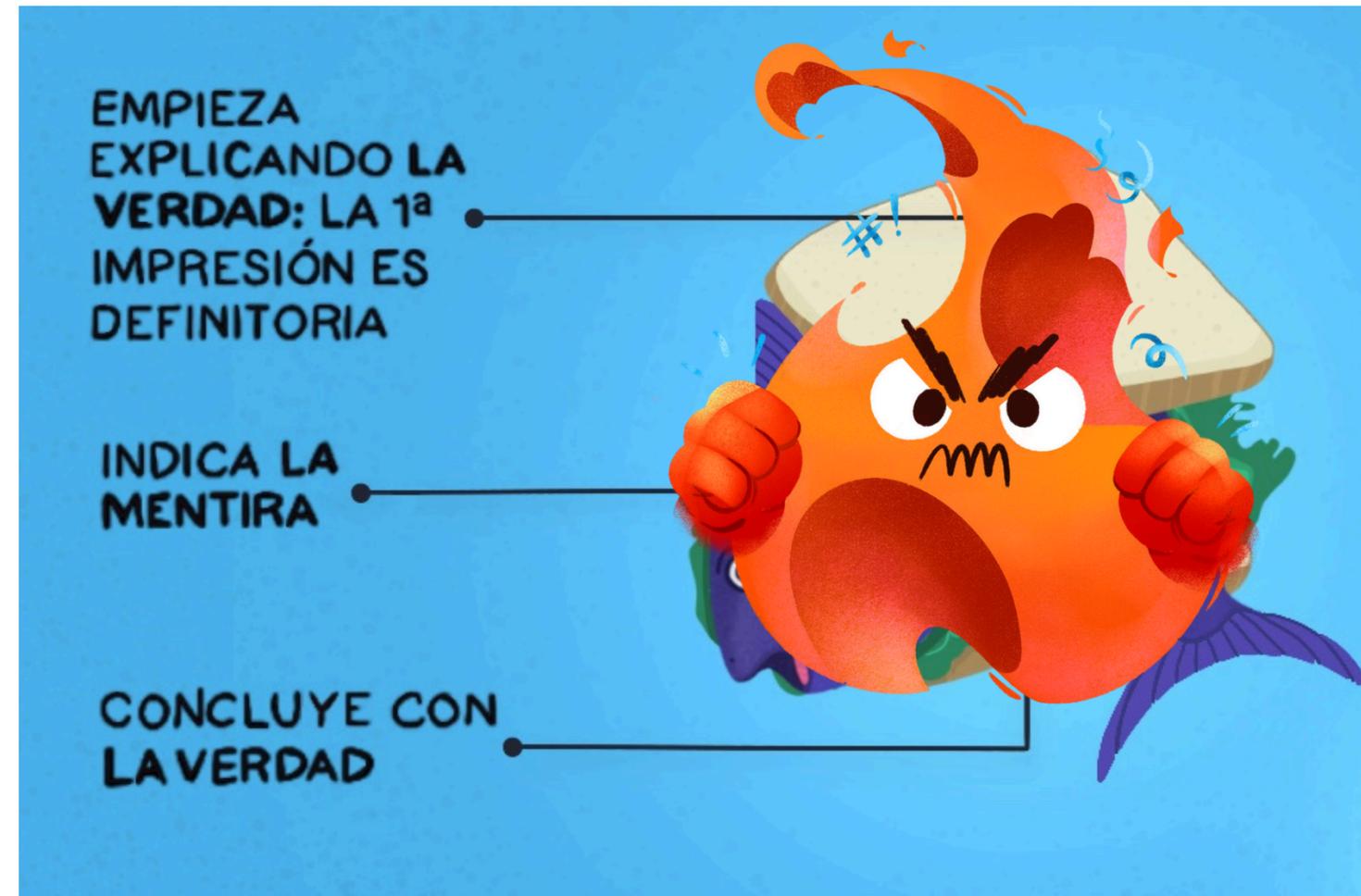
El sándwich de la verdad



El sándwich de la verdad



El sándwich de la verdad





Laintersección.net

