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José Ignacio Trapero De La Vega

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En un mundo lleno de casos de éxito y de business case , atreverse a contar la historia de una decepción en la práctica puede resultar chocante. Incluso si detrás de ella hay toda una teoría en la que se cuestiona la actual situación publicitaria. Si además se hace de una forma progresiva y razonada, paso a paso, puede que la desilusión final dé pie al reencantamiento por volver a empezar con nuevos cometidos. Rutinas y tareas virtuales que llevan asignadas las actividades digitales tienen poco de técnicas en apariencia y mucho de ciencia tecnológica, un paradigma innovador que sucede al anterior a golpe de versiones, variaciones y mutaciones. Pasar de lo estático a lo interactivo, sin visitar la casilla de salida, sin reparar en lo dinámico y lo multimedia, nos está llevando a una situación donde muchas cosas dan igual. Eso sí, permaneciendo constante un modelo de negocio agotado. Actuar con_sumo cuidado es tanto como aumentar el realismo en tiempos donde lo único cierto es la falta de certidumbre. ¿Desencantados de la postmodernidad? ¡Bienvenidos a una anegada orilla digital!. José Ignacio Trapero de la Vega.

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