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A queste se ne aggiungono altre, più specifiche della comunicazione digitale, nate in parte dalla ...

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Qual è il lavoro del giornalista ai tempi della Rete? E quale quello del comunicatore? Sono meri inventori di storie o piuttosto conoscitori dei principi, degli strumenti e delle tecniche per strutturarle e diffonderle? Questo libro cerca di dare una

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Professione Brand Reporter è un
manuale che guida in questo nuovo

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ambito professionale del brand journalism, da un punto di vista teorico e strategico. Un vademecum pratico per l'applicazione efficace delle tecniche e degli strumenti dell'informazione digitale al marketing e alla comunicazione d'impresa, che propone leve strategiche e pratiche ...

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«Il brand journalism è la nuova frontiera della comunicazione d'impresa» spiega Carlo Fornaro, co-autore del libro "Professione brand reporter. Brand journalism e nuovo storytelling nell'era ...

Brand journalism come cambia lo storytelling di impresa | Carlo Fornaro
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#IJF18 / 13 april 2018 Brand

journalism. Corporates are already

media companies. Diomira Cennamo.

Carlo Fornaro.

International Journalism Festival

Brand journalism - Marketing Through

Journalism - Prowly Brand journalism

is a term coined by a former

McDonald's chief marketing officer

and refers to companies and

organizations (brands) hiring

journalists to tell their stories - similarly

to what is done by traditional news

media. Brand journalism - Content +

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Digital Marketing Tips

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Brand Journalism Storytelling E
Marketing Nuove Opportunit ...

Il 21 maggio 2019, al MAXXI di Roma, verranno assegnati i Brand Reporter Award, gli Oscar del Brand Journalism. Nel corso dell'evento presenteremo la ricerca "Azienda Media-Company", realizzata da noi di Brand Reporter Lab su un campione di 150 aziende italiane, e ne commenteremo i risultati con Diomira Cennamo (direttore scientifico di Brand Reporter Lab e coordinatore della ricerca ...

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