



Hay otro partido (Spanish Edition)

Claudio Destéfano

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En el mundo del deporte, paralelamente al encuentro que transcurre en la cancha, hay "otro partido", del que no siempre somos conscientes: es el que juegan las marcas que asocian sus estrategias de marketing a las competencias deportivas. Es un match que se disputa dentro y fuera del estadio, y del que participan mucho más que dos contendientes. En él se dan clásicos, como el de las gaseosas o el de las marcas de indumentaria deportiva, que nada tienen que envidiarle a un Boca-River, un Barcelona-Real Madrid o un Nadal-Federer.

En esta oportunidad, Claudio Destéfano pone en práctica su reconocida capacidad para captar esos detalles que hacen la diferencia en el mundo de las marcas, para revelarnos los entretelones de ese "otro partido". Y lo hace de manera novedosa, vinculando los relatos del libro con el primer museo virtual del marketing deportivo (hayotropartido.com.ar), donde el lector tendrá acceso a singulares imágenes que se relacionan con estas historias.

Pasen, vean, toquen y disfruten las piezas exhibidas, que verdaderamente son "de colección".

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Spent a free time and energy to be fun activity to try and do! A lot of people spent their sparetime with their family, or their very own friends. Usually they doing activity like watching television, planning to beach, or picnic inside the park. They actually doing same task every week. Do you feel it? Will you something different to fill your own free time/ holiday? Might be reading a book might be option to fill your no cost time/ holiday. The first thing you will ask may be what kinds of publication that you should read. If you want to try out look for book, may be the publication untitled Hay otro partido (Spanish Edition) can be excellent book to read. May be it can be best activity to you.

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