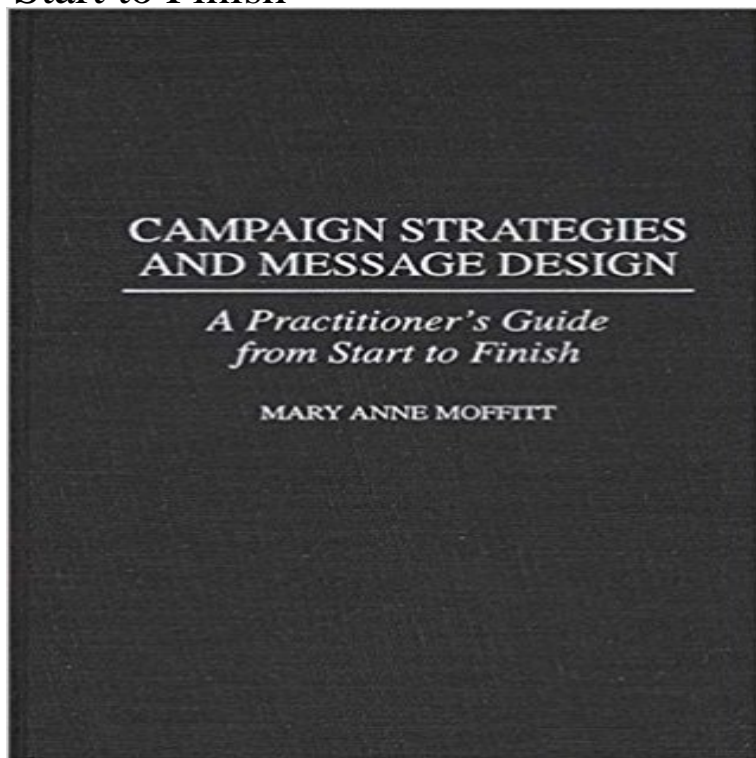


Campaign Strategies and Message Design: A Practitioners Guide from Start to Finish



Moffitt provides the strategies, decision-making approaches, and the message composition techniques needed to conduct successful public communication campaigns. The book is a practical guide to the step-by-step process of conceptualizing, planning, and executing a public relations, marketing/advertising, political, or social issue campaign. How do professionals plan and execute a public communications campaign? Moffitt provides a detailed step-by-step examination of the conceptualizing, planning, and execution of a public relations, marketing/advertising, political, or social issue campaign. She provides basic theories, concepts, and issues to understand before one can even begin to conduct a campaign, and she examines the research tools and skills needed to investigate the organization, the industry, and the targeted audiences for a campaign. Basic strategies for setting a campaign's goals and objectives are analyzed as are message strategies which determine correct wording and visualization factors. Lastly, Moffitt examines communication selection strategies for choosing the appropriate personal and media channels for delivering the messages. Since the public campaign has emerged as a key model for business communication, professionals as well as students in advertising, marketing, and management will also find the business end of the topic useful. Individuals involved with public relations, speech communication, broadcast and print media will benefit from the strategies and skills applicable to campaign communication.

Agradable ruta realizada junto al Bilbao Alpino que parte desde la localidad alavesa de Guinea, en la vertiente Sur de la sierra de Arkamo y que discurre por las cimas de Olvedo, Pelistornes y Cantoblanco.

Desde Guinea el camino es muy evidente, ya que las dos primeras cimas están muy cerca y separadas por un pequeño collado. Su subida es corta y casi directa y está señalizada justo a la salida del pueblo.

Al Olvedo se llega relativamente rápido. A pesar de que las nubes a veces nos impiden apreciar las vistas, el paisaje se intuye precioso.

2017-01-22_10-36-17

Para pasar del Olvedo al Pelistornes tan sólo tenemos que cruzar el collado y llegaremos en apenas 10 minutos a nuestra segunda cima del día.

2017-01-22_10-53-02

Una vez coronadas las cimas anteriores hay que continuar la travesía en dirección a la al Cantoblanco, que se asciende tras un durillo cortafuegos.

20170122_123405

Desde la cima tenemos justo en frente el Montemayor, máxima altura de la vecina sierra de Arkamo.2017-01-22_13-00-09

Finalmente, iniciamos el descenso hacia la curiosa localidad de Salinas de Añana...

20170122_142807

...donde podremos completar la ruta con una visita a las propias Salinas.

20170122_142812

Una ruta de unos 15 kilómetros sin dificultades reseñables. Únicamente se hace necesaria logística de vehículos. De no tener esta facilidad entonces es mejor realizar únicamente la subida al Olvedo y Pelistornes.

Tu voto:

Publicado en Araba, Rutas fáciles | Deja un comentario

Los Retos de 2017

Publicado el 01/24/2017 por 12meses12montes

Bueno, un nuevo año que ha pasado y uno nuevo que acaba de comenzar. 2016 fue un año muy intenso, si bien los retos que nos marcamos en un principio sólo se vieron cumplidos en una tercera parte. No fue un buen año para ellos, ésta vez la alineación de planetas se generó en pocas ocasiones.

Sin embargo, no decaemos. Cogemos el testigo y no vamos a desistir en su intento, por lo que los retos que no conseguimos cumplir en 2016 serán los que tratemos de realizar en 2017, más algunos otros, a ver qué os parecen.

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