



# Comunicación estratégica (Spanish Edition)

*Eugenio Tironi*

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## **Comunicación estratégica (Spanish Edition)** Eugenio Tironi

¿Quién no ha escuchado a los voceros de los más diversos tipos de organizaciones empresas, gobiernos, instituciones benéficas, grupos religiosos explicar sus agobios por "problemas de comunicación"? Las comunicaciones han llegado a ser un tema de moda. A lo que se hace o se deja de hacer en este campo se le atribuyen muchos triunfos y derrotas. En el ámbito corporativo, la idea de que los problemas (y las oportunidades) se encuentran hoy en el campo de la imagen, y no en el de la producción, se ha impuesto extensamente. "Mejorar" o "fortalecer" las comunicaciones se ha convertido en una titilante panacea. Sin embargo, estamos sólo en los albores de una disciplina: aún no se observa la reflexión conceptual y metodológica, que permitiría conocer cómo se entronca el análisis de la comunicación moderna con la tradición teórica en la filosofía, las ciencias sociales y la economía; a qué se refieren los diferentes términos que emplea; cómo se organizan sus conceptos en un sistema y cómo se relaciona éste con otros sistemas. Llenar este vacío es la propuesta de Comunicación Estratégica.

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