

Coca Cola Fm Chile

Beverly Hope Slapin

Billboard ,2012-01-07 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

La radio en Iberoamérica Arturo Merayo Pérez,2007 Este libro se erige como la primera obra de referencia, tanto en español como en inglés, que aborda el estudio de la radio en los diferentes países iberoamericanos. La obra, coordinada por el Doctor Arturo Merayo, reúne las aportaciones de más de veinte estudiosos y profesionales del medio de toda Iberoamérica con el objetivo de dotar a las instituciones académicas españolas, iberoamericanas y anglosajonas, de un texto de referencia básico para conocer cómo son y qué se hace en la radio de estos países. El espíritu de esta obra queda bien reflejado en las propias palabras del profesor Merayo: «[...] estuve varias semanas realizando búsquedas acerca de la radio en Iberoamérica. Encontré varios títulos en los que se analizaba, en ocasiones pormenorizadamente, la radio de un determinado país. En esos casos, casi siempre el estudio se limitaba a aspectos históricos sin entrar casi nunca en los análisis de audiencia ni en los aspectos empresariales. Pero no encontré un solo título, ya fuera en español o en inglés, que abordara la radio iberoamericana en su conjunto, analizándola de manera homogénea, país por país, y repasando no

sólo su historia sino su evolución jurídica, su estructura empresarial, sus audiencias y las tendencias de futuro. Esto es precisamente lo que por vez primera intenta esta obra. Un análisis global de la radio en Iberoamérica.» Con este libro el lector conocerá en poco tiempo los datos fundamentales de la radio de cualquier país iberoamericano, informaciones que no encontrará recopiladas en ningún otro lugar. Encontraremos aquí un análisis de la realidad radiofónica singular de cada país, presentado a modo de informe en el que, respetando la libertad de cada uno de los autores, se describen en cada caso al menos cinco aspectos esenciales: 1. Evolución histórica: Comienzos, desarrollo, consolidación, experiencias singulares destacadas. Principales figuras históricas de la radiodifusión. Principales programas. Hitos históricos en los que la radio ha desempeñado un papel decisivo. 2. Radio y libertad: Breve evolución histórica de la legislación radiofónica y situación actual. La lucha por la libertad: el problema de la censura. La radio comunitaria. Las radios alternativas. Las radios indigenistas. 3. Estructura del sector radiofónico: Principales cadenas y estaciones. Propiedad. Vinculación con otros sectores comunicativos o empresariales. Índices de audiencia: penetración social, FM y AM, radio generalista y especializada... 4. La programación: Descripción de las principales programaciones y de sus contenidos. La radio educativa. Experiencias novedosas con éxito. Tendencias de futuro. 5. La radio del siglo XXI: Prospectiva. Radio en internet. La radio en la era digital. La radio en el

entorno multimedia. Arturo Merayo, Doctor en Ciencias de la Información, es Decano de la Facultad de Ciencias Sociales y de la Comunicación de la Universidad Católica de Murcia (España). Catedrático de Comunicación Radiofónica en esa misma Universidad, imparte clases de Comunicación y Programación Radiofónica. Fue profesor titular de Comunicación e Información Radiofónica en la Universidad Pontificia de Salamanca, en la que impartió clases durante quince años. Fue el director del Máster de Locución Audiovisual en dicha Facultad, profesor del Máster de radio de la Cadena COPE, del Máster de Dirección y gestión de empresas radiofónicas de la Cadena Ser (PRISA), ...etc. Como profesional del periodismo ha sido coordinador de los servicios informativos de la Cadena SER en Castilla y León; Delegado en Castilla y León de Expansión y Actualidad Económica; columnista del diario ABC; corresponsal de ORT/Press y Europa Press, y director de programación de Televisión Palencia. Es director de Ibermedia de Comunicación, una consultora que desarrolla programas de formación en comunicación para empresas, medios, instituciones y centros educativos de Portugal, España y México. En los últimos años ha realizado asesorías para Merch & Dohme, Televisa de México, Sanofi Aventis, Club At. Osasuna, Conferencia Episcopal Española, Línea Directa Seguros, Junta de Castilla y León, Sociedad Española de Pediatría, Radio Televisione Italiana y un largo etcétera. Entre sus publicaciones destacan Para entender la radio, La magia radiofónica de las palabras y Curso práctico de técnicas de comunicación oral.

Television/radio Age ,1978-05

"El pluralismo informativo y político en la radio" ,1989

The Debate over Corporate Social Responsibility Steven K. May, George Cheney, Juliet Roper, 2007-04-19 Should business strive to be socially responsible, and if so, how? The Debate over Corporate Social Responsibility updates and broadens the discussion of these questions by bringing together in one volume a variety of practical and theoretical perspectives on corporate social responsibility. It is perhaps the single most comprehensive volume available on the question of just how social business ought to be. The volume includes contributions from the fields of communication, business, law, sociology, political science, economics, accounting, and environmental studies. Moreover, it draws from experiences and examples from around the world, including but not limited to recent corporate scandals and controversies in the U.S. and Europe. A number of the chapters examine closely the basic assumptions underlying the philosophy of socially responsible business. Other chapters speak to the practical challenges and possibilities for corporate social responsibility in the twenty-first century. One of the most distinctive features of the book is its coverage of the very ways that the issue of corporate social responsibility has been defined, shaped, and discussed in the past four decades. That is, the editors and many of the authors are attuned to the persuasive strategies and formulations used to talk about socially responsible business, and

demonstrate why the talk matters. For example, the book offers a careful analysis of how certain values have become associated with the business enterprise and how particular economic and political positions have been established by and for business. This book will be of great interest to scholars, business leaders, graduate students, and others interested in the contours of the debate over what role large-scale corporate commerce should take in the future of the industrialized world.

Basic Skills Caucasian Americans Workbook Beverly Hope Slapin, 2013-07-01
The world of the Caucasian Americans comes alive through history lessons, puzzles, and word games for all ages. The history, material culture, mores, and lifeways of the people now collectively known as the “Caucasian Americans” have often been discussed but rarely comprehended. Until now. This revised edition of Basic Skills Caucasian Americans Workbook provides young readers with accurate accounts of the lives of the Caucasian Americans, who long ago roamed our land. Caucasians are as much a part of American life as they were one hundred years ago. Even in times past, Caucasians were not all the same. Not all of them lived in gated communities or drove SUVs. They were not all techie geeks or power-hungry bankers. Some were hostile, but many were friendly. It is important for young people to study our Caucasian American forebears in order to learn how they enriched the heritage and history of the world. We hope that the youngsters who read these pages will realize the role that Caucasian Americans played in shaping the United

States, and in making the world the remarkable place that it is today.

Reverse Acronyms, Initialisms and Abbreviations Dictionary Mary Rose Bonk, 2001

Qué pasa , 2003

Knack South American Cooking Liz Caskey, 2010-07-13 South America still conjures images of the Andes, the Amazon, and Patagonia, to be sure, but today it is also known for its remarkably varied cuisines—which, along with its value-driven quality wines, have taken gourmards well beyond Mexico and Latin America. Enter Knack South American Cooking, a visually sumptuous and informative, step-by-step guide to recreating the continent's predominant authentic flavors in the home kitchen. Covering Peru, Brazil, and countries further south, such as Chile, Argentina, and Uruguay, it brings together 350 savory recipes—everything from ceviche to creamy yucca prawns, as well as grilled meats and classic dishes like hearty black bean stew. 350 full-color photos -100 recipes -250 variations Appetizers * Empanadas * Stews * Salads & Vegetables * Poultry * Beef * Pork * Seafood Grilled Meats * Sauces * Desserts

Reverse Acronyms, Initialisms, & Abbreviations Dictionary , 1987

Billboard , 1994-04-09 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming,

media, digital and mobile entertainment issues and trends.

The People's Car Bernhard Rieger, 2013-04-16 At the Berlin Auto Show in 1938, Adolf Hitler presented the prototype for a small, oddly shaped, inexpensive family car that all good Aryans could enjoy. Decades later, that automobile—the Volkswagen Beetle—was one of the most beloved in the world. Bernhard Rieger examines culture and technology, politics and economics, and industrial design and advertising genius to reveal how a car commissioned by Hitler and designed by Ferdinand Porsche became an exceptional global commodity on a par with Coca-Cola. Beyond its quality and low cost, the Beetle's success hinged on its uncanny ability to capture the imaginations of people across nations and cultures. In West Germany, it came to stand for the postwar "economic miracle" and helped propel Europe into the age of mass motorization. In the United States, it was embraced in the suburbs, and then prized by the hippie counterculture as an antidote to suburban conformity. As its popularity waned in the First World, the Beetle crawled across Mexico and Latin America, where it symbolized a sturdy toughness necessary to thrive amid economic instability. Drawing from a wealth of sources in multiple languages, *The People's Car* presents an international cast of characters—executives and engineers, journalists and advertisers, assembly line workers and car collectors, and everyday drivers—who made the Beetle into a global icon. The Beetle's improbable story as a failed prestige project of the Third Reich which became a world-renowned brand illuminates

the multiple origins, creative adaptations, and persisting inequalities that characterized twentieth-century globalization.

Latin American Advertising, Marketing and Media Sourcebook ,1995 Designed to meet the needs of international marketers, this handbook covers marketing in Latin America. It explains ways of advertising and marketing, what media are available and the regulations that may apply. Each Latin American country is covered in terms of key marketing parameters such as demographic trends and economic indicators. Contact details are provided for all major advertising agencies, research publishers and trade associations. The handbook is fully indexed and sourced. Countries covered are Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Peru and Venezuela.

Billboard ,1995-01-14 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand, content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Importing Into the United States U. S. Customs and Border Protection,2015-10-12 Explains process of importing goods into the U.S., including informed compliance, invoices, duty assessments, classification and value, marking requirements, etc.

Billboard ,1953-01-17 In its 114th year, Billboard remains the world's premier weekly music publication and a diverse digital, events, brand,

content and data licensing platform. Billboard publishes the most trusted charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends.

Hispanic Media & Market Source ,2007

IEG Sponsorship Sourcebook ,1999

Forbes ,1921

Los dueños de Chile Ernesto Carmona,2002

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