



#Tsunami Digital: El nuevo poder de las audiencias en las redes sociales (Spanish Edition)

Eduardo Arriagada

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Eduardo Arriagada analiza cómo las audiencias han tomado las riendas de Twitter, Facebook, diarios, revistas, la radio, la televisión y la industria editorial en el mundo. Esta recopilación de sus columnas en blogs y periódicos chilenos muestra el ritmo vertiginoso de sus reflexiones, siempre al tanto de las nuevas tendencias en los medios de comunicación. Más que un libro para estar al día, éste es un libro para vislumbrar el futuro.

"Eduardo Arriagada, periodista, investigador y académico, realiza una detallada disección de cómo el fenómeno de buscadores, redes sociales y herramientas digitales ha cambiado para siempre la forma en que los medios de comunicación tradicionales se relacionan con sus audiencias, las propias empresas con sus clientes o las personas entre sí. De paso, nos entrega luces muy claras sobre cuáles serán las mecánicas de consumo y poder en este mundo hiperconectado, donde la voz de un solo individuo puede movilizar a miles".

Vady Guerra, Director de Productos y Estrategia de Claro Chile

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