



# Teoría de mercadotecnia de las artes: Hacia la teoría del producto sensible (Spanish Edition)

*Arturo Sastre, Eduardo Azouri*

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Libro de investigación que profundiza en la teoría del marketing a partir de cuestionarse las artes en tanto que productos destinados al mercado. Proponiendo una nueva definición de productos sensibles proceden a hacer una clasificación que permite diferenciarlos de una manera que concilia lo real administrativo con la creatividad artística.

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