



Emprender en periodismo (Manuales) (Spanish Edition)

Bárbara Yuste Robles, Marga Cabrera Méndez

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En un momento de crisis, en el que muchos no encuentran trabajo y los grandes medios despiden profesionales e intentan adivinar hacia dónde van, surgen iniciativas que son una oportunidad y esperanza para algunos profesionales de la información. Nos encontramos cada día con recién licenciados y periodistas que necesitan reciclarse y no saben qué camino tomar. Para emprender en este campo hay que adaptarse al mundo digital, a las nuevas maneras de ejercer la profesión y conocer las herramientas que nos brindan las nuevas tecnologías y las redes sociales. Este libro pretende dar a conocer qué aptitudes y herramientas se deben manejar, así como qué salidas profesionales se pueden encontrar en los nuevos medios. También se profundiza en el papel del emprendedor desde el punto de vista periodístico, con claves para ponerlo en marcha e ideas de modelos de negocio. La última parte consta de un estudio con casos reales (datos, estadísticas y entrevistas a los protagonistas).

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