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Autore	Garcia Garcia Francisco
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Sommario/riassunto	This book explores the role of narrative creativity in advertising, drawing from contributions by faculty from various Spanish universities. It serves as a sequel to a previous volume, focusing on the integration of storytelling and creativity in advertising. The book is divided into three thematic areas: the transition from narrative to creativity in advertising, the emotional and social impact of content, and advertising strategies using creative tactics and formats. The work is a collaborative effort of 25 authors from 14 universities, and it has been peer-reviewed, receiving endorsement from the Spanish Association of Communication Research. It is designed to provide insights for both professional practice and educational purposes, with a diverse range of perspectives on narrative and creative strategies in advertising.