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Tail in Spanish | English to Spanish Translation - SpanishDict

as long as the war lasts mientras dure la guerra; as long as I live mientras viva; stay (for) as long as you like quédate hasta cuando quieras; as long as (is) necessary el tiempo que haga falta; lo que haga falta. Sanctions will remain in place as long as is necessary. 5. as long as so long as (provided that) siempre que. I'll come as long as it's not too expensive. you can borrow it as long ...

Long in Spanish | English to Spanish Translation - SpanishDict

A feminine noun is almost always used with feminine articles and adjectives (e.g. la mujer bonita, la luna llena). feminine noun. 1. (reproduction) a. copy . Envíanos el documento original y dos copias en un sobre. Send us the original document and two copies in an envelope. 2. (fake) a. imitation. El museo tiene una copia del David de Miguel Ángel. The museum is exhibiting an imitation of ...

Copia | Spanish to English Translation - SpanishDict

Daniela se cortó la melena ayer. Daniela cut her long hair yesterday. b. mane ¡Péinate esa melena! Brush that mane! 2. (of a lion) a. mane . El león del zoológico tenía una gran melena. The lion at the zoo had a big mane. 3. (haircut) a. bob. La melena con ondas es un estilo que se verá muchísimo este año. The wavy bob is a look we'll be seeing a lot this year. melenas. A plural ...

Con la llegada de Internet, un nuevo fenómeno invade el mercado, la industria y la sociedad. Se trata de la "larga cola", término acuñado por Chris Anderson y que resuena ya en los medios de comunicación de todo el mundo. La "larga cola" es la tendencia por la cual, gracias a la tecnología, el mercado de masas se está convirtiendo en un mercado de nichos: por primera vez en la sociedad de consumo, la venta de pequeñas cantidades es rentable. Y para el autor de este libro, esta novedad marcará la industria en un futuro muy próximo: en el siglo XXI, dominará el mercado quien sea capaz de acaparar las ventas minoritarias, esa larga cola que se extiende detrás de los hits casi hasta el infinito. El analista Chris Anderson nos ofrece el estudio más completo de una realidad que ya está aquí gracias a empresas como Google, Amazon o Rhapsody. Una obra de rabiosa actualidad esencial para empresarios, economistas y para todo aquel que quiera comprender el alcance de este fenómeno y sus implicaciones.

What happens when the bottlenecks that stand between supply and demand in our culture go away and everything becomes available to everyone? "The Long Tail" is a powerful new force in our economy: the rise of the niche. As the cost of reaching consumers drops dramatically, our markets are shifting from a one-size-fits-all model of mass appeal to one of unlimited variety for unique tastes. From supermarket shelves to advertising agencies, the ability to offer vast choice is changing everything, and causing us to rethink where our markets lie and how to get to them. Unlimited selection is revealing truths about what consumers want and how they want to get it, from DVDs at Netflix to songs on iTunes to advertising on Google. However, this is not just a virtue of online marketplaces; it is an example of an entirely new economic model for business, one that is just beginning to show its power. After a century of obsessing over the few products at the head of the demand curve, the new economics of distribution allow us to turn our focus to the many more products in the tail, which collectively can create a new market as big as the one we already know. The Long Tail is really about the economics of abundance. New efficiencies in distribution, manufacturing, and marketing are essentially resetting the definition of what's commercially viable across the board. If the 20th century was about hits, the 21st will be equally about niches.

With the rise of Spanish language media around the world, The Handbook of Spanish Language Media provides an overview of the field and its emerging issues. This Handbook will serve as the definitive source for scholars interested in this emerging field of study; not only to provide background knowledge of the various issues and topics relevant to Spanish language media, but also to establish directions for future research in this rapidly growing area. This volume draws on the expertise of authors and collaborators across the globe. The book is an essential reference work for graduate students, scholars, and media practitioners interested in Spanish language media, and is certain to influence the course of future research in this growing and increasingly influential area.

Argues against common competitive practices while outlining recommendations based on the creation of untapped market spaces with growth potential.

Detrás del estreno de una película, existe una cuidada estrategia en la que se llevan a cabo distintas acciones con un objetivo común: conseguir un buen debut en cines y, por extensión, un recorrido comercial óptimo en el resto de las ventanas de explotación. Este libro aborda la promoción de una película de manera global. El lector descubrirá, de la mano de sus autores, las principales herramientas y estrategias que la empresa audiovisual tiene a su disposición durante toda la cadena de generación de valor de un título: desde la idea creativa hasta el día de su proyección en salas. Por un lado se exponen los procesos, estrategias, materiales y medios que forman parte de una campaña de marketing cinematográfico para explicar, posicionar y promocionar un título entre los espectadores potenciales. En segundo lugar se abordan las técnicas que proporciona la investigación de mercado para definir productos más afines, dimensionar la película y conocer mejor el público objetivo (target) al que nos dirigimos. Por último se explican las posibilidades de promoción que ofrecen las redes sociales al sector del entretenimiento, especialmente en uno de los nichos de audiencia más esquivo: los jóvenes.

This book addresses the rising productivity gap between the global frontier and other firms, and identifies a number of structural impediments constraining business start-ups, knowledge diffusion and resource allocation (such as barriers to up-scaling and relatively high rates of skill mismatch).

U.S. leadership will be a strong factor in the persistence of Spanish in its midst as a living language will be a powerful factor in the strengthening of the language on the international stage. In this volume, a number of specialists, all professors of Latino origins currently working in U.S. universities, analyze a variety of factors, from different perspectives, that play a role in the present and future vitality of Spanish as a second language in the U.S. The result is a rich and complex work surrounding a crucial issue that will influence the future of Spanish as an international language.

A dictionary suitable for English and Spanish speakers at all levels of proficiency, this volume contains over 100,000 entries, with examples of usage including many chosen to help users express themselves in a fluent style.

1984 is George Orwell's terrifying vision of a totalitarian future in which everything and everyone is slave to a tyrannical regime lead by The Party. Winston Smith works for the Ministry of Truth in London, chief city of Airstrip One. Big Brother stares out from every poster, the Thought Police uncover every act of betrayal. When Winston finds love with Julia, he discovers that life does not have to be dull and deadening, and awakens to new possibilities. Despite the police helicopters that hover and circle overhead, Winston and Julia begin to question the Party; they are drawn towards conspiracy. Yet Big Brother will not tolerate dissent - even in the mind. For those with original thoughts they invented Room 101. . .

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