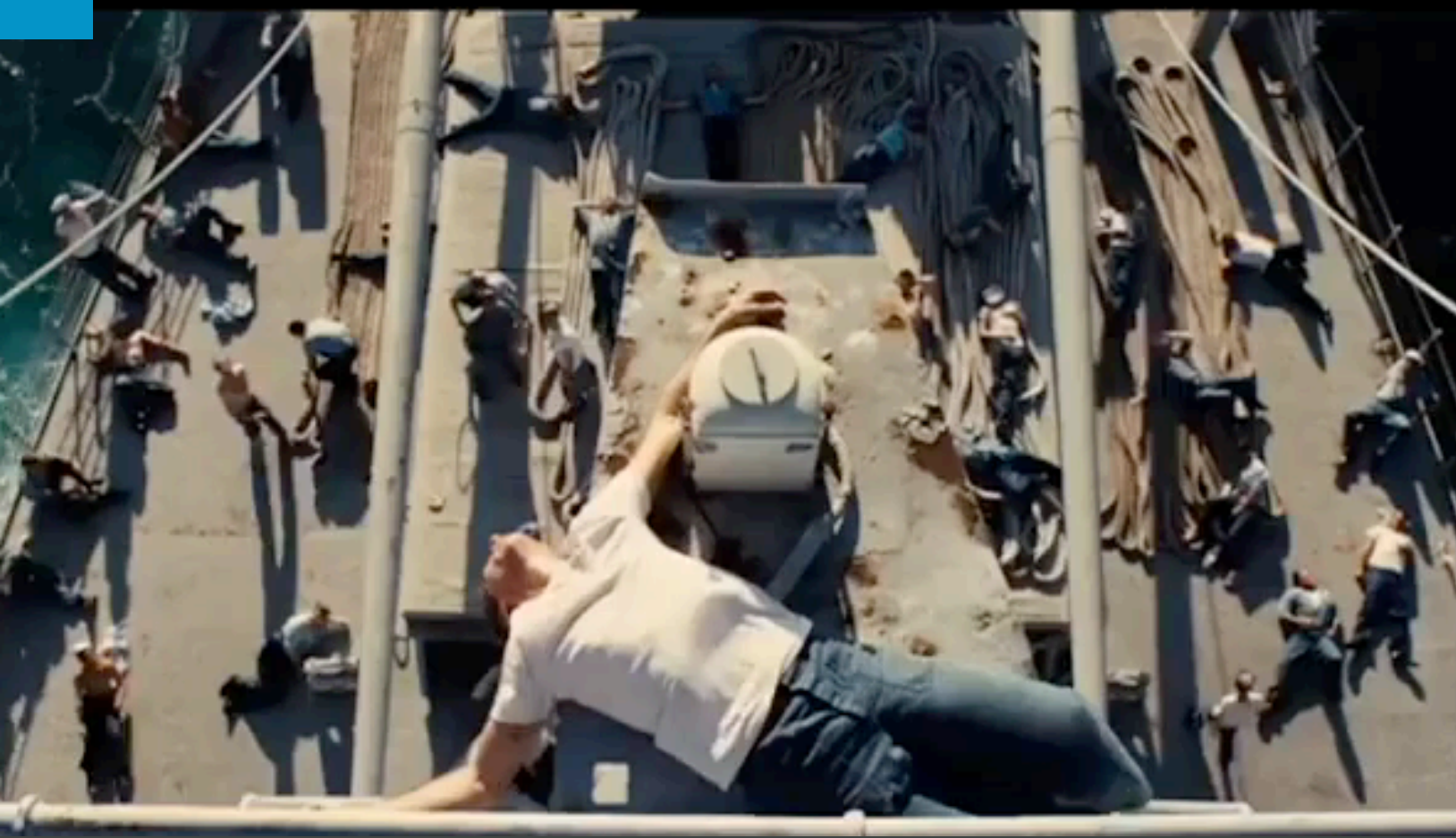
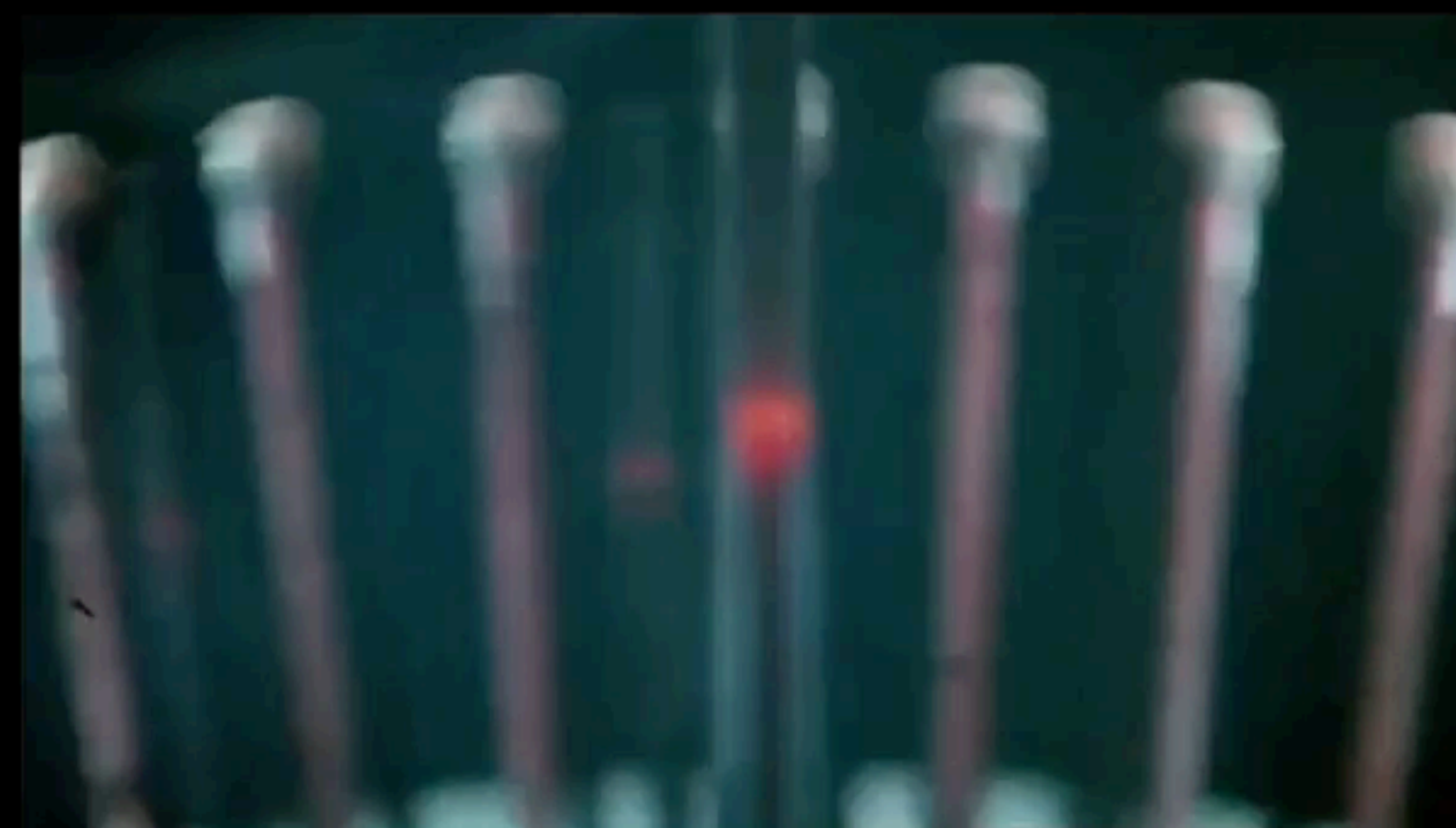




YUVAL NOAH HARARI

SAPIENS

DE ANIMALES A DIOSSES











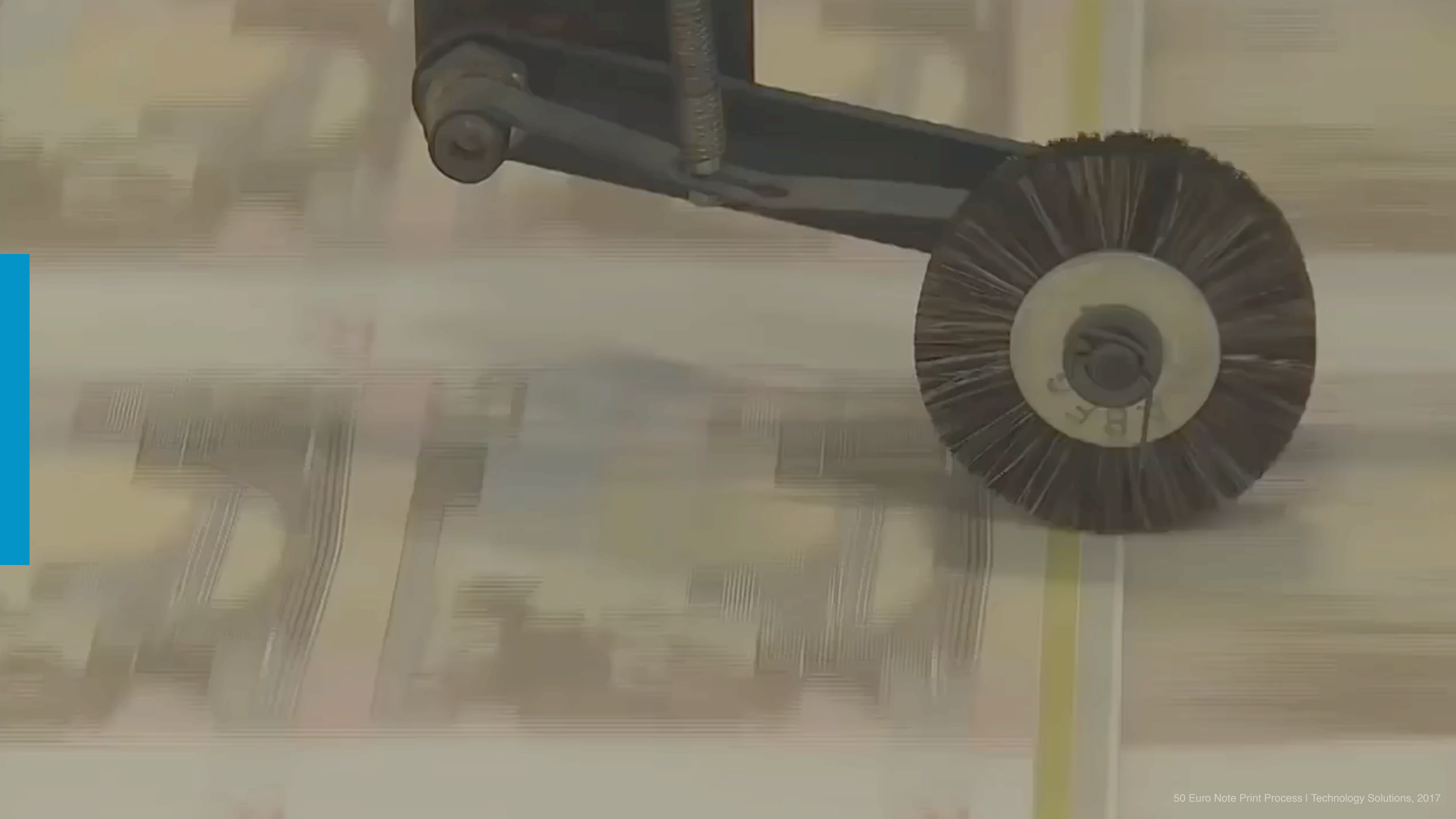
Shibuya Street Crossing time lapse in Tokyo | Saha Entertainment TV, 2014















¿Qué es una historia?

Un personaje -o un grupo de personajes- desea algo y pagará el **precio** de **satisfacer** ese **deseo**.



¿Oferta de valor?

Te ofrezco **satisfacer**
tu **deseo** a cambio
de un **precio** o valor
de mutuo acuerdo.



MARCA = HISTORIA











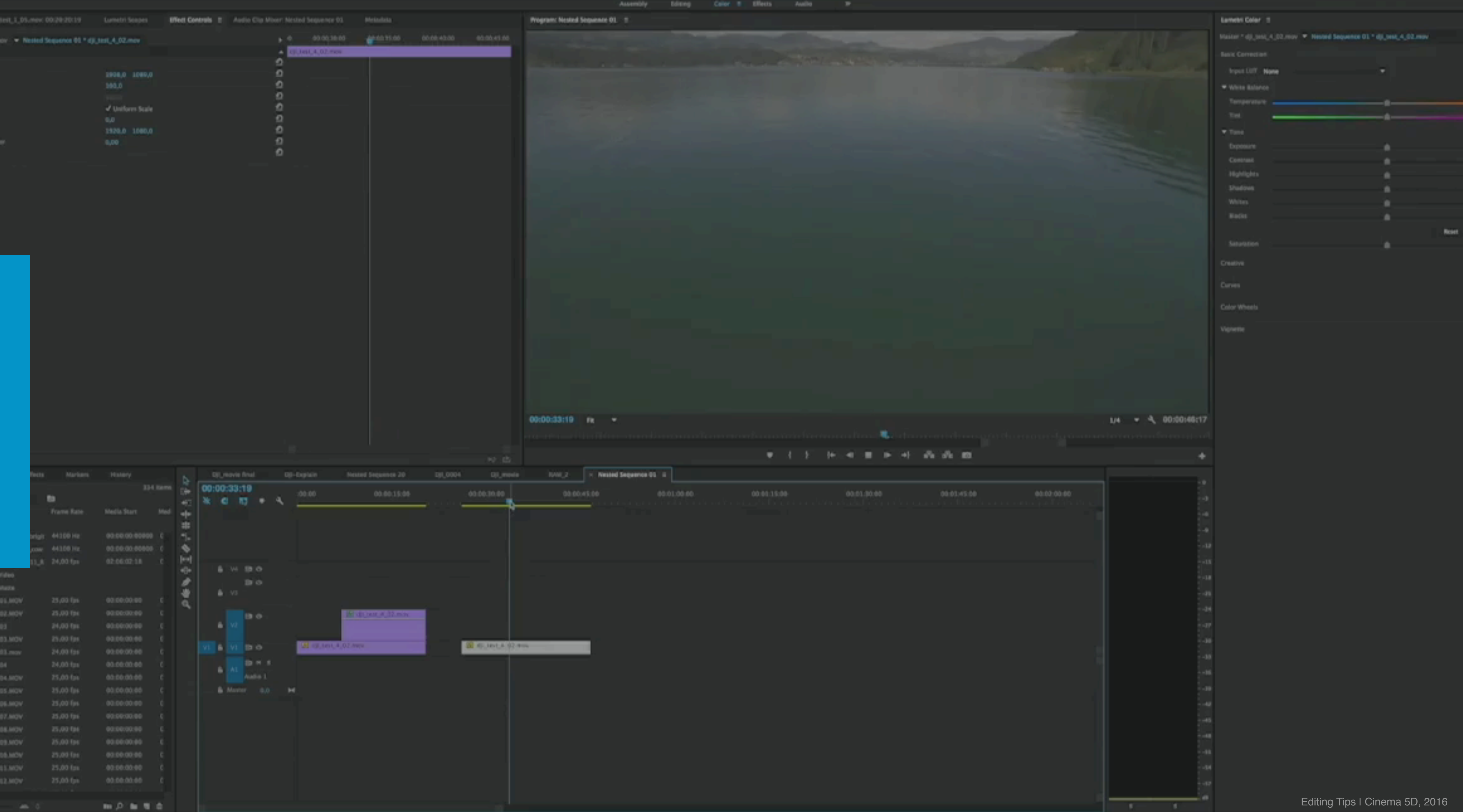
240 SEGUNDOS (4 MINUTOS)

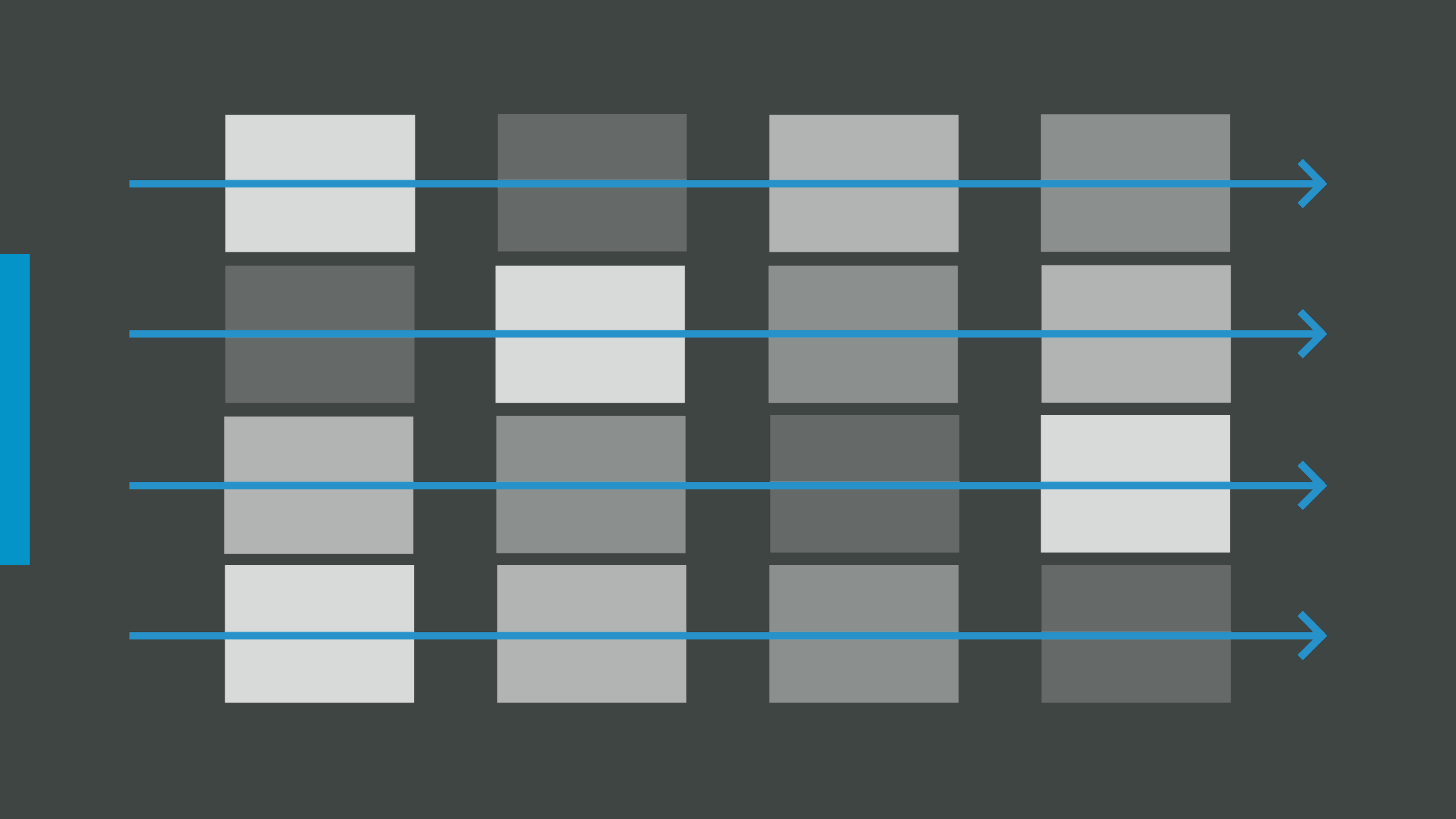


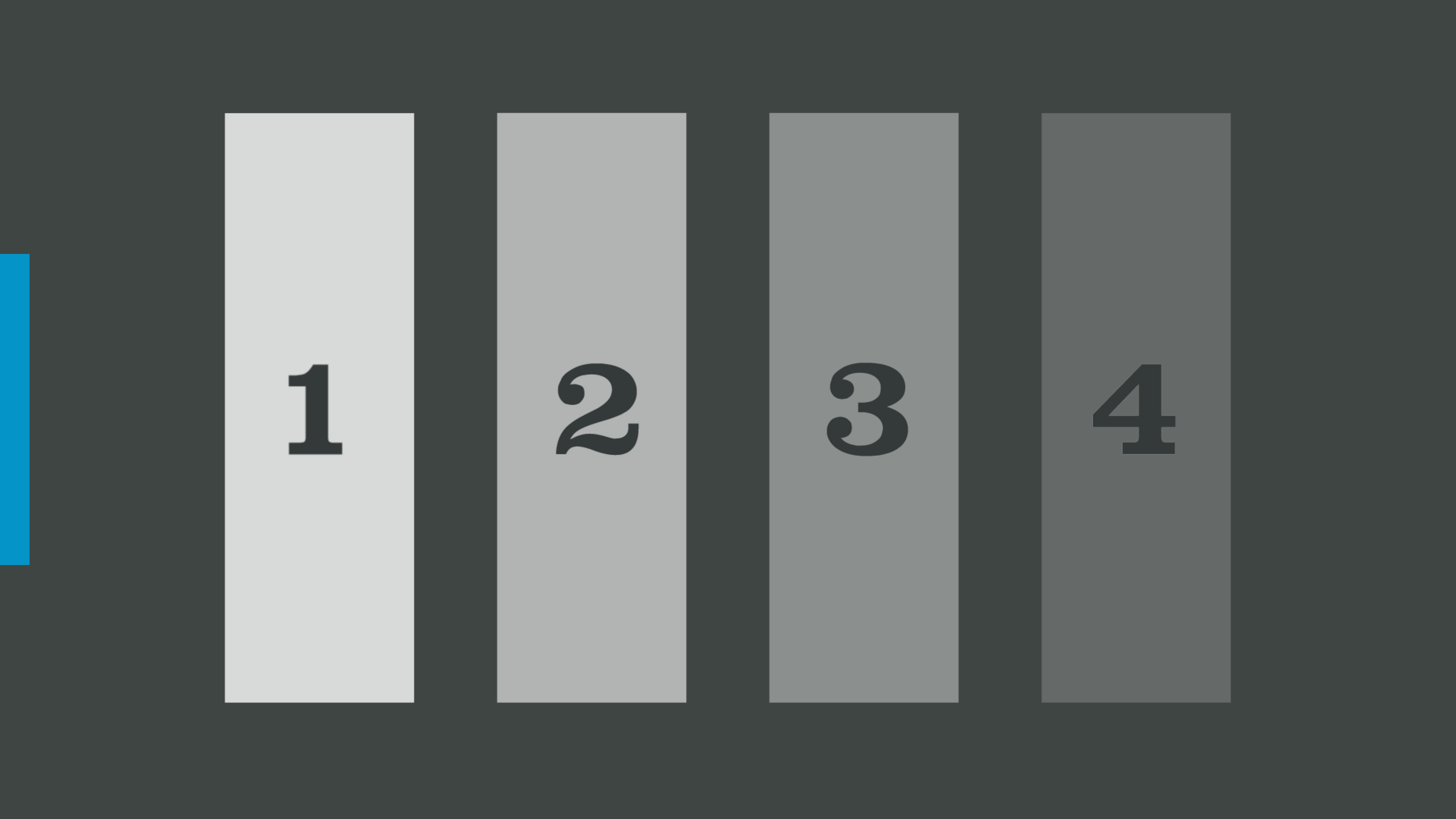
10 SEGUNDOS



6 SEGUNDOS







A vertical bar chart with four bars of increasing height. The first bar is white and labeled '1'. The second bar is light gray and labeled '2'. The third bar is medium gray and labeled '3'. The fourth bar is dark gray and labeled '4'. To the left of the first bar is a solid blue vertical bar.

1

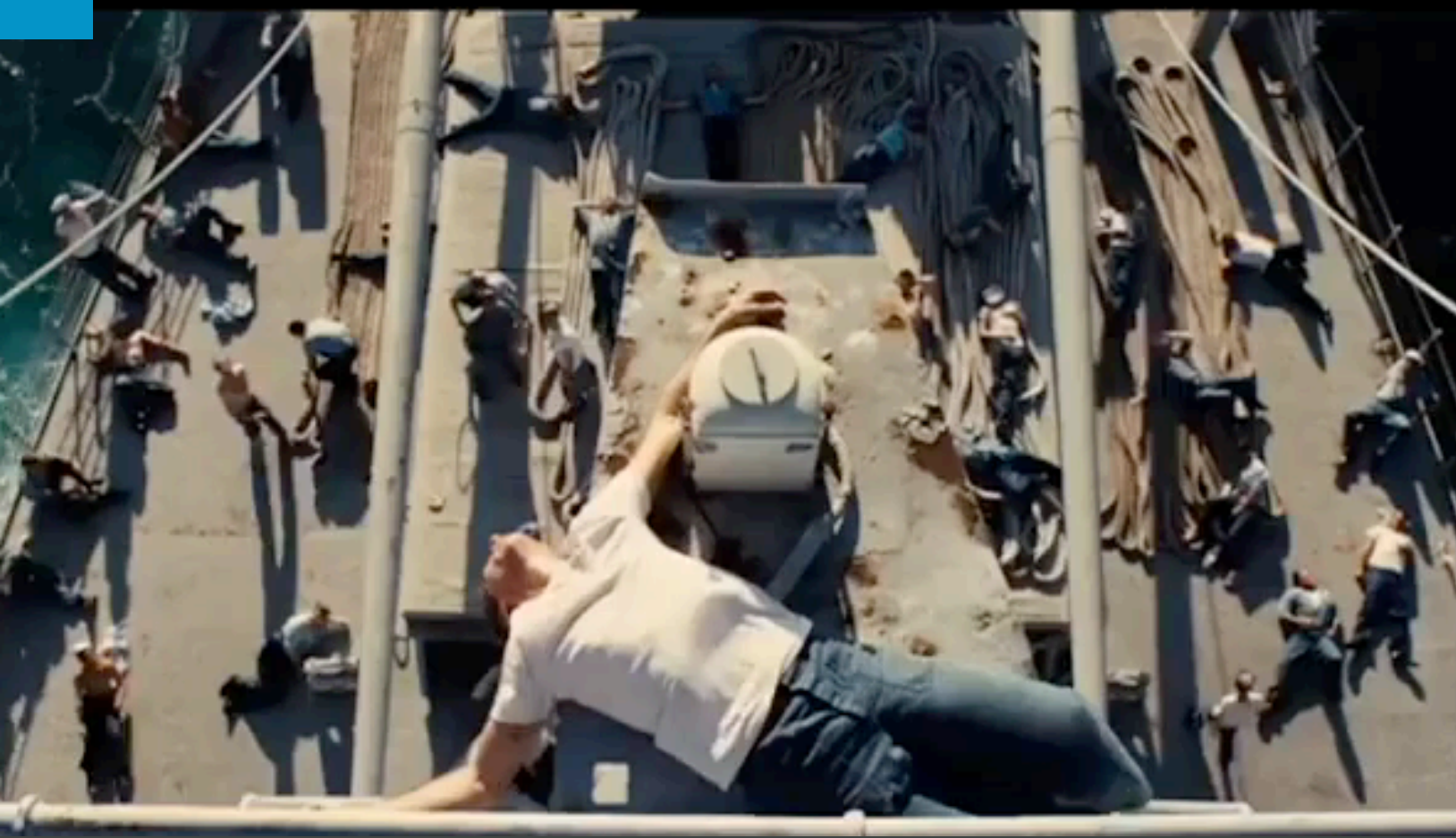
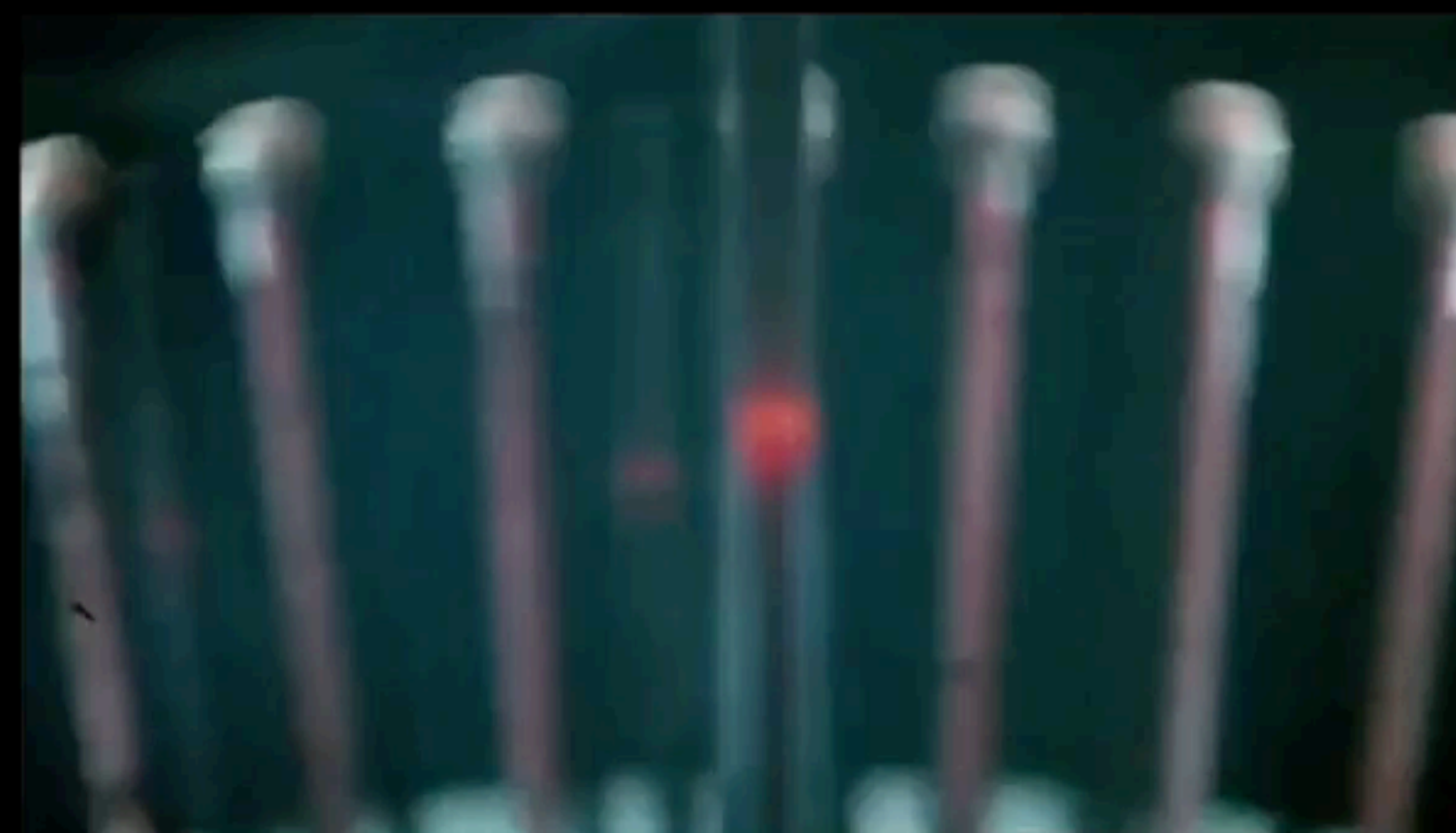
2

3

4









SINTAXIS NARRATIVA





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:)

ANDRÉS VALDIVIA