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Condition: New. Publisher/Verlag: Éditions universitaires européennes | Création du pôle Jump Affaires Publiques et mutation des pratiques professionnelles | Depuis les années 1980, dans un contexte de mondialisation, la concurrence accrue que se livrent les métropoles et les villes en France et en Europe n'a cessé d'augmenter. Côté collectivités territoriales, les élus veulent faire entendre leur voix sur leurs projets et ainsi créer un sentiment d'appartenance au territoire. Côté agence, les professionnels de la publicité sont de plus en plus...

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