



La Ilusión de la Comunicación

Juan Marino



Quién sos?

Qué te enseñaron?



Cómo estás cableado?

Muerte por PowerPoint






Orgullo, Gula, Lujuria y Pereza

El mayor problema de la
comunicación es la ilusión
de que ha ocurrido

George. B. Shaw

- 
- A person is seen from behind, looking through a blue telescope. The background shows a city skyline across a river, with a bridge and several buildings, including a large dome. The scene is brightly lit, suggesting a sunny day.
- 1. Soy consciente?*
 - 2. Cómo lo hago?*
 - 3. Cómo funciona?*

- a) Inconsciente Incompetente
- b) Consciente Incompetente
- c) Consciente Competente

Rápido

Ethos

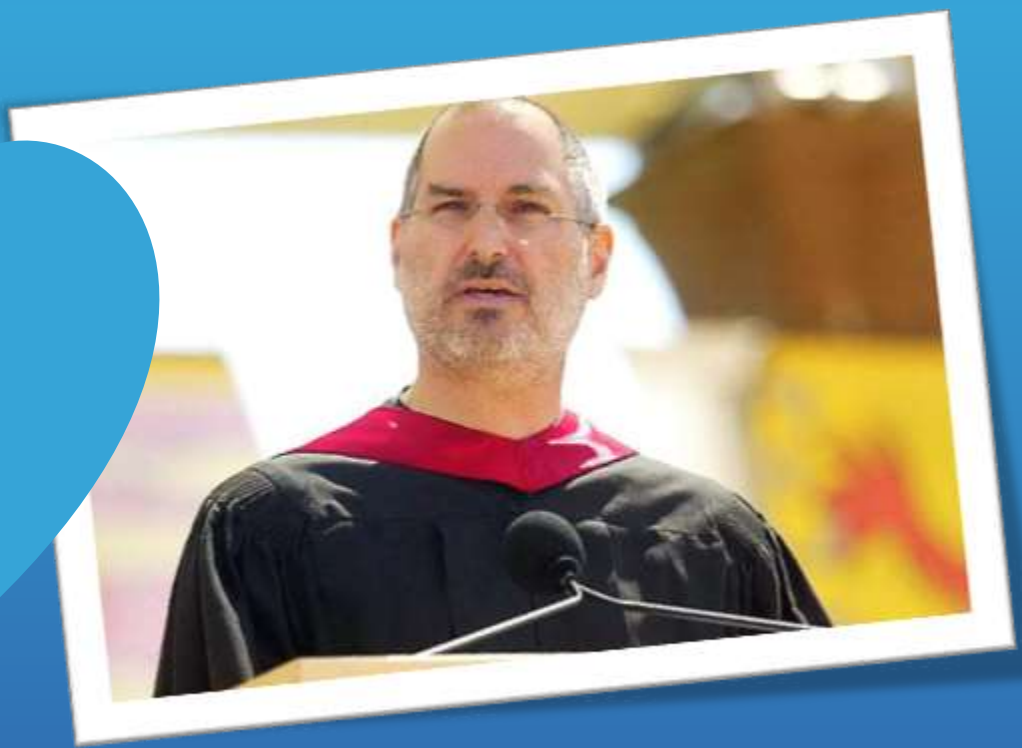
Logos

Relevante

Pathos

Recordable

3



“Hoy voy a contarles tres historias de mi vida”
Steve Jobs



Author of *100 Ways to Improve Your Brain*

brain rules

12 Principles for Surviving and Thriving
at Work, Home, and School

MACBOOK AIR

Display

13.3 inch LED-backlit glossy widescreen display

- Support for millions of colors
- Supported resolutions:
 - 1280 by 800 (native)
 - 1024 by 768 (pixels)
 - 4:3 (aspect ratio)

Size & Weight

- ✓Height: 0.16 - 0.76 inch (0.4-1.94 cm)
- ✓Width: 12.8 inches (32.5cm)
- ✓Depth: 8.94 inches (22.7 cm)
- ✓Weight: 3.0 pounds (1.36 kg)

Storage

120 GB hard disk drive
or
128GB solid-state drive

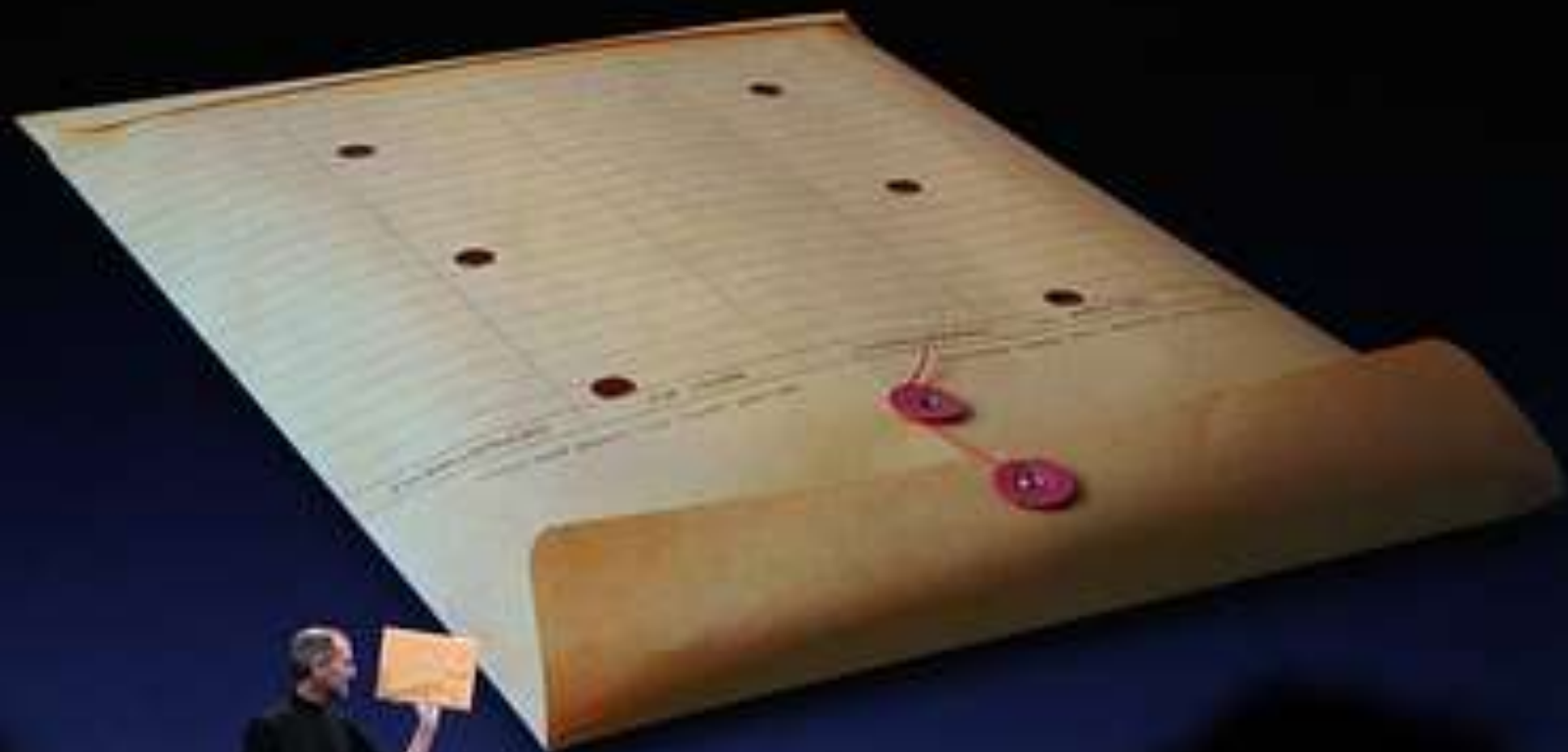
Processor & Memory

- 1.6ghz processor
 - 6MB shared L2 cache
- 1066 MHz frontside bus
- 2GB of 1066 MHz DDR 3 SDRAM

Battery Power

- Integrated 37-Watt-hour Lithium-poly
- 45W MagSafe Power Adapter
- MagSafe power port
- 4.5 hours of wireless productivity

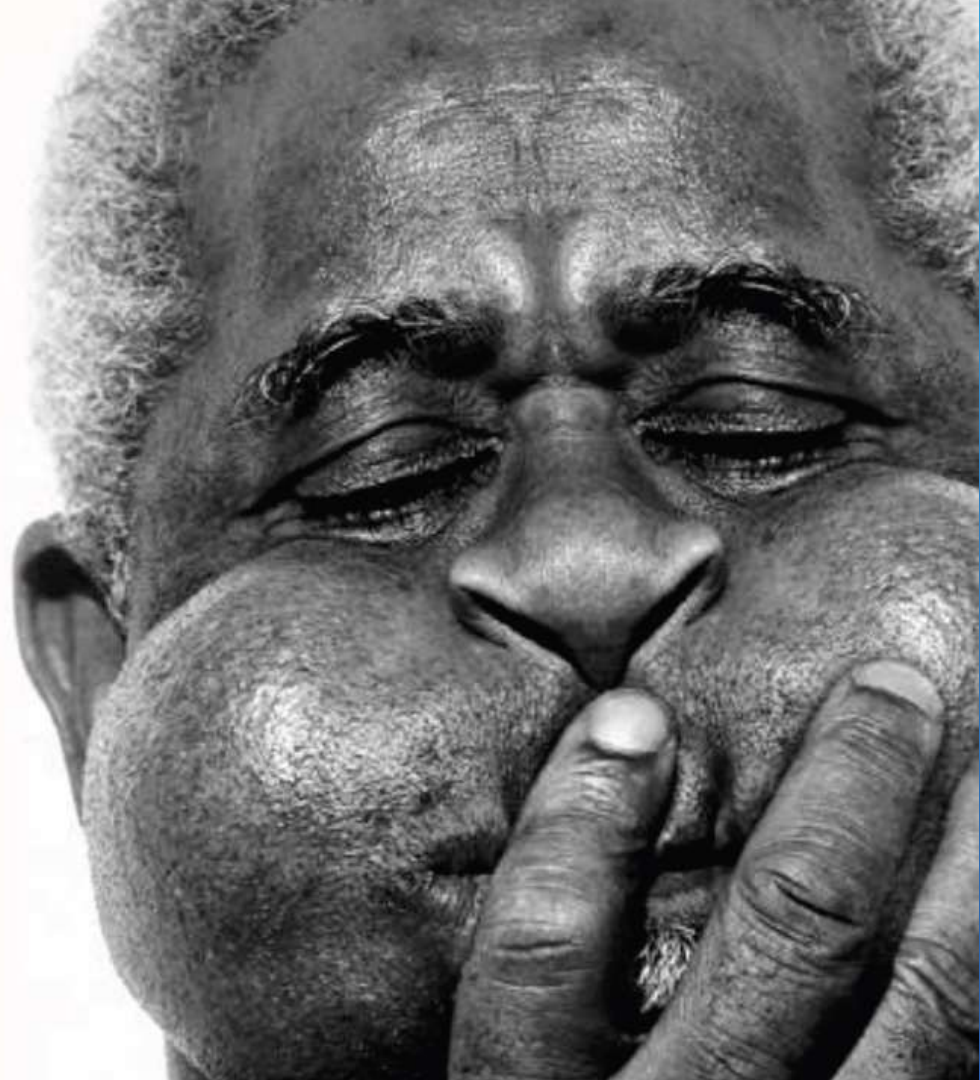




Metodología “Analógica”

“Me ha llevado toda la vida aprender qué notas no tocar”

Dizzy Gillespie





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