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Karina Lange

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Ecuador's biodiversity is the largest in the Western Hemisphere. This represents a huge marketing opportunity to promote ecotourism in this country. The strategy used to create a communications campaign was to expose the target audience to diverse natural environment of Ecuador. Ecotourism will be promoted by highlighting the destinations including the Galapagos Islands, the Coast, the Highland or Andes, and the Amazonia.

About the AuthorBorn in New York, raised in Ecuador, Karina Lange began her career at the age of 18. Karina has a bachelorr's and a masterr's degree in Communications. She has worked for MTV Latin America, Discovery Channel Latin America, and Univision. Currently, she works as a creative producer for one of the most important Hispanic network in U.S., Telemundo.

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