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# The implementation of communication in an Anthropological Management Model. A Case Study of Picasso Museum



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# Anthropological Management Model



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# Mission Statement



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Fuente: <http://www.cualidelfuturo.com/habitos-financieros-para-ser-felices/>



Fuente: <http://adagioesilvaadadma.edu.mx/primaria/mission-y-vision/>

**EMPOWERMENT:**  
Search for  
maximum potential  
of people

**OWNERSHIP:**  
Sense of belonging

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**Extrinsic  
motivation**

**Intrinsic  
Motivation**

**Prosocial  
motivation**

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**Mechanistic  
model**

**Psychosocial  
model**

**Anthropological  
model**

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# Research questions

1. Is the anthropological model in communication the appropriate context to achieve effectiveness, attractiveness and unity?
2. Is there knowledge about motivational resources that have worked to date?
3. Can Communication as a discipline contribute something to the internal communication process of the anthropological model?

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# Hypothesis

H1. The anthropological model applied to business, To investigate if the implementation to cultural institutions or museum, and their communication strategy reinforces the results in terms of efficiency, effectiveness and consistency.



# Conclusions

Little research on the subject, either it is relegated at the end or only external communication is worked on

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# Conclusions

The Anthropological Model is a business management and organization model based on people, their motivations, their values. The implementation of this model to the museums and cultural institutions in the communication strategy reinforces the effectiveness, attractiveness and unity of the institution.

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# Thank you!

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