



## Análisis de la retórica organizacional en tiempos de posverdad [

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text (article)

Analítica

This research project focuses on exploring the interaction between organizational communication, public perception, and purchase decisions in a context where post-truth and greenwashing play a crucial role. The study is supported by a theoretical framework that encompasses fundamental concepts of communication, rhetoric, and social responsibility, with a particular focus on the influence of authenticity and transparency in building public trust. Likewise, significant challenges related to post-truth and greenwashing were identified. The study concludes by emphasizing the need for honest and consistent organizational communication in a world characterized by misinformation, and how organizations must back up their claims with concrete actions to maintain public trust and achieve a positive impact on purchasing decisions

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