

## Short Biography of Prof. Dr. José Daniel Barquero



Professor in economics and social sciences. By vocation he has been devoted to the study, research and teaching, which has allowed him to provide to the profession of scientific advance across his models, being awarded with the title of Doctor Honoris Causa in America, Europe, Asia and Africa. He has taught and lectured at universities nationally and internationally.

In his academic beginnings he graduated with the degrees in Business, Advertising and Public Relations, and the Master in Business Administration by the University of Barcelona. Subsequently, he doctorate by the University Camilo José Cela and the International University of Catalonia, and the Autonomous University of Coahuila, Mexico, in the areas of Economic, Juridical and Social Sciences.

He is an Academician of the Royal Academic of Economy and Financial Sciences of Spain and Academician of the Royal Academy of Doctors of Spain. Also, he is the Chairman of the European Council of Doctors.

Internationally he has investigated in the United States with Prof. Dr. Edward L. Bernays Freud, Advisor to Presidents of the United States and the White House as well as leading companies in the United Kingdom with Prof. Dr. Sam Black; Advisor to leading companies in the UK. With which he has published the results of their research, publishing in editorials as Deusto, McGraw-Hill and Planeta.

The diffusion and publication of his research has been increased with publications, more than 40 books.

His last works were: How to maintain loyalty and attract new clients, Edit by McGrawHill, Spain; Or libro de Ouro das Relações Públicas, Porto Editora, Portugal; Banking Manual, published by Planeta, Spain; How to avoid the clash of cultures and civilizations, published by Staffordshire University, United Kingdom; Business and Financial Public Relations, Dielo Editions, Russian Federation; and 20 skills for teaching practice, Editorial Trillas, Mexico.