



Meaningful Marketing (Portuguese Edition)

Marcelo Tripoli

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O mundo digital está obrigando o manual do marketing ser reescrito, e neste contexto as marcas devem se conectar com os consumidores não mais por interrupção, mas pelos valores que geram nas vidas das pessoas. Ao pensar e vivenciar essa mudança, o empresário Marcelo Tripoli, um dos 15 brasileiros mais influentes da internet pela GQ em 2015, lançou o 1º livro sobre Meaningful Marketing no Brasil. A obra propõe uma nova forma de atuação para as marcas, criando um plano prático para executivos e estudantes.

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