



Eventos - Estratégias de Planejamento e Execução (Portuguese Edition)

José Geraldo Jacob Neto, Marlene Branca Sóló

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Este livro apresenta aos profissionais de relações públicas, marketing e administração um roteiro completo que aborda a técnica de planejar e organizar eventos. Baseados em décadas de experiência e utilizando uma linguagem didática, os autores mostram como otimizar os eventos com clareza de objetivos, sem desperdício de recursos e energia e, principalmente, focando no detalhamento dos passos envolvidos e nas decisões a tomar.

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