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Qual é a imagem que lhe vem à cabeça quando se fala de um lobista? No cenário político nacional, caracterizado por excessiva polarização, pouco diálogo e muita desinformação, esta obra contribui para a análise e a compreensão do lobby em suas diferentes perspectivas. Entender o papel das relações governamentais no contexto brasileiro atual, seus desafios, melhores práticas e sua relação com a corrupção são alguns dos objetivos deste livro. Para além desse mérito, ele adquire foco prático ao expor modelos de regulação da atividade a serem estabelecidos em pilares éticos, legais e eficientes, cujo conteúdo atenda aos anseios de quem pretende influenciar políticas públicas em conformidade com o interesse público.

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