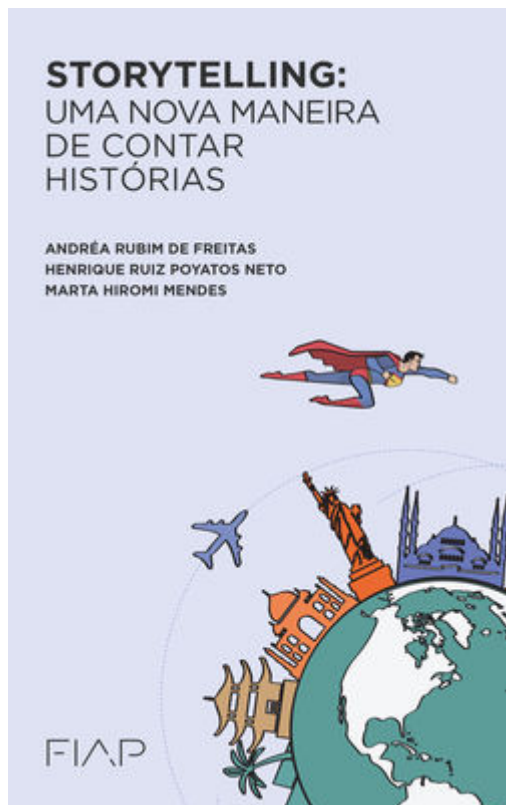


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Em um mundo cada vez mais tecnológico e competitivo, as empresas voltam para uma das mais antigas formas de comunicação e reaprendem a contar histórias. O conceito de Storytelling nasceu para aproximar marcas e consumidores e evoluir a publicidade mundial. Este livro tem como objetivo colocar o leitor um passo à frente do senso comum, contextualizá-lo sobre o mercado de comunicação e, claro, ajudá-lo a contar histórias.

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