



Os públicos justificam os meios (Portuguese Edition)

José Antonio Martinuzzo



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Obra dedicada àqueles que se dedicam à árdua tarefa de conquistar e manter a atenção dos públicos organizacionais em tempos de comunicação cada vez mais abundante e, por isso, desafiante. Jornalista e professor experiente, Martinuzzo mostra como adquirir conhecimento sobre o público-alvo e traçar estratégias eficazes, que resultem num relacionamento duradouro baseado na atenção mútua.



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