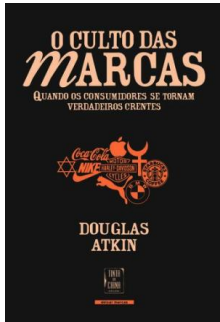


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TINTA DA CHINA, 2008. Condition: Nuevo. Director de planeamento estratégico na Merkley and Partners, uma agência de publicidade internacionalmente reconhecida, Douglas Atkin desenvolveu, ao longo da sua bem-sucedida carreira, um fascínio pelos processos através dos quais as pessoas se tornavam incondicionalmente fiéis a algumas marcas de grande consumo: a Harley-Davidson, a Apple, a BodyShop, o eBay.,Rapidamente, Atkin descobriu que o tipo de devoção manifestada por aqueles consumidores era muito parecida com a devoção religiosa. Quais seriam as semelhanças entre cultos...

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- Authored by Atkin, Douglas
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