



A Verdade é a Melhor Notícia (Portuguese Edition)

Léa Penteadó

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O livro mostra verdadeiros cases de assessoria colecionados ao longo das últimas décadas, em que Léa precisou usar de muita criatividade para buscar soluções em meio a crises difíceis, num tempo em que não se dispunha de tecnologias como internet e rede sociais. Na hora do aperto, até o orelhão servia para soltar uma nota rápida à imprensa...

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