



A Criança e o Marketing - Informações Fundamentais para Proteger As Crianças dos Apelos do Marketing Infantil (Portuguese Edition)

Ana Maria Dias da Silva, Luciene Ricciotti Vasconcelos

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O marketing infantil é, hoje, uma das maiores ferramentas para vender produtos, influenciar famílias e conquistar a fidelidade de clientes. Mas que tipo de mensagem vem sendo direcionada às crianças e como pode prejudicar a autoestima e desvirtuar os valores dos pequenos? Escrita por uma especialista em comunicação e por uma psicóloga, esta obra é fundamental para pais e professores.

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