



## Consumo Popular (Portuguese Edition)

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# Consumo Popular (Portuguese Edition)

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Classe social é muito mais que renda e posse de determinados itens domésticos. Apesar das constantes tentativas dos Institutos de Pesquisa de tentar metrificar com porcentagens, previsões e certeza baseadas em estatísticas, não se explica tão simplesmente um grupo social. E, se tivéssemos que designar este grupo por uma letra, seria um grande "S". Estes grupos são plurais, complexos, variados. Não existe apenas "um C", mas sim diferentes "Cs". "Consumo Popular - Contribuições da Antropologia e Sociologia" é o primeiro livro a ser lançado pelo Mundo do Marketing Editora. Organizado pela PHD em Antropologia Hilaine Yaccoub, a obra traz uma visão inédita e reveladora sobre os segmentos brasileiros de menor renda e sua relação com o consumo. Leitura fundamental para profissionais que precisam compreender melhor a relação das classes populares com suas marcas, produtos e serviços, o livro "Consumo Popular" nasceu a partir do trabalho de pesquisa realizado por uma nova geração de antropólogos do consumo.

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