

marcio boggs

memnos

emmais

opureoda

da

credibilidade

630%

**das pessoas desconfiam da mídia,
77% do governo e 87% dos políticos.**

ansie

ade

propósito



atomismo
de
marcas

OSAS
OSAS

consumo
político

FINANCIAL TIMES

WEDNESDAY 18 SEPTEMBER 2019

WORLD BUSINESS NEWSPAPER

USA \$2.50 Canada C\$3.00



Saving capitalism **Martin Wolf** on how to make the economy work for everyone — BIG READ, PAGE 7

CAPITALISM.

**TIME FOR A
RESET.**

Business must make a profit but
should serve a purpose too.

[Read more at FT.com/NewAgenda](https://www.ft.com/NewAgenda)

FT
FINANCIAL
TIMES

THE NEW AGENDA



boycotters

boycotters

870%

das pessoas compram para apoiar atitudes corretas e 56% deixam de comprar.

Perfection is achieved not
when there is nothing
more to add, but when
there is nothing left to

Take away

**multitudo
obrigado**

- 1_(slide4) Truth About Global Brands - McCann Worldgroup 2018
- 2_(slide6) The dictionary of obscure sorrows; youtube
- 3_(slide8) Cannes Lions 2019 - edit Marcio Borges
- 4_(slide11 e slide13) Battle of The Wallets: The Changing Landscape of Consumer Activism - Weber Shandwick / 2018 - MWG
- 5_(slide14) citação: Antoine Saint-Exupéry

fontes