

Baixar Livros Gratuitos Roberto Civita: O Dono Da Banca (PDF|ePub|Mobi|Mp3|Txt) Carlos Maranhão Amor



Baixar livros gratuitos Roberto Civita: O dono da banca (PDF|ePub|Mobi|Mp3|Txt) Carlos Maranhão amor, Em biografia apurada, os erros, os acertos e as controvérsias de Roberto Civita – o homem que mudou o jornalismo brasileiro à frente da Editora Abril.

Roberto Civita (1936-2013) era o dono da banca. No auge, seu império editorial – a Abril – teve 10 mil funcionários e mais de trezentos títulos. Workaholic, curioso, grande formador de talentos, homem de convicções fortes mas avesso a confrontos, Civita redefiniu o jornalismo no Brasil ao criar publicações como Veja e Realidade – e por influenciar os rumos do país e da sociedade por meio desses veículos.

Das origens familiares na burguesia italiana à crise da mídia impressa no início do século XXI, Carlos Maranhão reconstitui, com elegância, isenção e rigor na apuração, os acertos e os fracassos dessa figura tão fundamental quanto polêmica na história da mídia brasileira.

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