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Em Endomarketing de A a Z, a publicitária, consultora e palestrante Analisa de Medeiros Brum trata da importância do Endomarketing na empresa em todos os seus aspectos, através da defesa de conceitos e da apresentação de exemplos e cases reais. A autora, apoiando-se em sua vasta experiência em projetos de comunicação interna em grandes empresas, nos mostra, também, a importância da comunicação líder/equipe e quais as estratégias que podem ser adotadas para a sua implantação. O Endomarketing - que surgiu com o objetivo de provocar nas pessoas uma reação de cooperação e, hoje, já atinge resultados bem mais amplos - é um tema que tem se tornado cada vez mais presente nas reuniões e conversas de gestores empresariais em todo o mundo.

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