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O primeiro grande livro brasileiro sobre edição de revistas. Escrito por uma das mais notáveis personalidades do mercado editorial brasileiro, A ARTE DE EDITAR REVISTAS é um guia prático e completo, com o passo a passo para o desenvolvimento do conceito e do design, a edição de matérias e do texto e até a administração de uma redação. Abrange desde detalhes sobre como fazer uma boa entrevista até como foram criados os modelos de revistas seguidos até hoje; as maiores e mais bem-sucedidas revistas do mundo que se destacaram em meio a milhares de outras e conseguiram permanecer no topo, e os porquês desse sucesso; a história das revistas desde seu surgimento no século XVII, fartamente ilustrada e inédita no Brasil.

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