



# DNA Empresarial (Portuguese Edition)

*Lígia Fascioni*

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## **DNA Empresarial (Portuguese Edition)** Lígia Fascioni

A expressão identidade corporativa é frequentemente confundida ou associada com design de marcas.

Entretanto, a autora nos mostra que o conceito de identidade vai muito além da representação física de uma empresa e nos ensina o método GIIC® - Gestão Integrada da Identidade Corporativa e demonstra o quanto o autoconhecimento pode contribuir para o processo de tomada de decisão e para o crescimento estruturado da organização

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