



Código do Marketing - Marketing Code (Em Portugues do Brasil)

Stephen Brown

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A morte espreita nas ruas de Edimburgo quando o estudioso de marketing Simon Magill recebe uma terrivel mensagem sobre um misterioso website. A partir dai, comecam seus esforcos para desvendar um enigma de marketing. Ele mergulha em um turbilhao de marketing que se desenrola desde Las Vegas ate o submundo de Belfast. Ao longo da trama, Magill depara-se com os membros da Maconaria, os Cavaleiros Templarios, as conspiracoes que cercam o naufragio do Titanic e a campanha de marketing por tras do livro de Dan Brown, 'O codigo Da Vinci'. Na medida em que Simon Magill luta para dar sentido ao enigma, descobre um fato sobre o carater comercial do Santo Graal. Correndo contra o tempo, ele toma conhecimento de que existe, e sempre existiu, uma sociedade secreta que possui a chave para o sucesso empresarial - o original Codigo do marketing, uma maneira de fazer negocios que mantem no topo os integrantes dessa sociedade. Como Magill logo percebe, nada fara com que os iniciados parem de tentar impedir que seu segredo zelosamente guardado seja revelado.



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