

The background of the top section is dark blue and filled with various white icons related to shopping and retail, such as shopping carts, gift boxes, high-heeled shoes, bras, coffee cups, wine glasses, and cutlery. Two red tags are attached to the background with white strings. The first tag is tilted and contains the word 'CASES' in white, bold, sans-serif font. The second tag is larger, also tilted, and contains the word 'VAREJO' in white, bold, sans-serif font. The word 'de' is written in white, sans-serif font between the two tags.

**CASES**

de

**VAREJO**

**O mercado de consumo brasileiro  
por meio de experiências reais**

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Editora

# Resumo de Cases de Varejo. O Mercado de Consumo Brasileiro por Meio de Experiências Reais

Repleta de casos reais e inovadores, reúne as mais recentes contribuições de pesquisadores do varejo no Brasil, é leitura indispensável aos profissionais que buscam ampliar o conhecimento nesse setor.

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