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Sugathri Kolluru is a Research Associate at Mercator XXI. Working as a consultant over the last two years, she developed growth strategies for several organizations like Carbon 3D, NASA Langley research center and Agohelma orphanage. She excels in deriving business insights from complex interacting systems.

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KOTLER, P.; KELLER, K. L.. Administração de Marketing. São Paulo: Pearson Prentice Hall, 2006. KOTLER, Philip e ARMSTRONG, Gary. Introdução de Marketing.