

**SEMINÁRIO ADVANCE**

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**CORPORATE REPUTATION'S  
CONTRIBUTION TO VALUE CO-  
CREATION FROM  
STAKEHOLDER'S PERSPECTIVE:  
THE CASES OF CUSTOMERS  
AND EMPLOYEES**

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**ISEG | 30.JANEIRO.2015**

**15h00 | Sala 104, Miguel Lupi**

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**ORADOR:**

**SARA GONÇALVES, ALUNA DO PDG**