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*Luís Marcelo Mendes*

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No ambiente dos serviços criativos, que envolve fornecedores, clientes, atendimento, veículos, públicos, orçamentos, cronogramas, reuniões e cafezinhos, é assim: para cada case de sucesso existem mil histórias onde o resultado final não ficou como esperado ou a relação saiu abalada. Merdas acontecem. Portanto, se as coisas em algum momento deram errado não se martirize: você não está só. Mas também não se acomode. Existem formas de se prevenir dos desastres. Nos dois volumes da série O FATOR VDM, Luis Marcelo Mendes provoca gerentes de marketing, designers, diretores de comunicação, desenvolvedores de sites, cenógrafos, estudantes a entenderem que, na prática, fazer projetos não é fácil como parece. Esses guias, para profissionais criativos e clientes, mostram os caminhos para você estabelecer uma cultura projetual comum e produzir bons resultados.

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