



A Cerveja e a Cidade do Rio de Janeiro (Portuguese Edition)

Teresa Cristina de Novaes Marques

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O tema desse livro é a presença da cerveja no Brasil. A partir de ampla pesquisa histórica, a autora esclarece como se formaram as principais empresas produtoras da bebida, como o consumidor foi se habituando a consumir a cerveja no seu dia a dia e o papel da propaganda na criação da preferência pela cerveja. A obra mostra como a cerveja foi integrada à vida social de uma cidade em expansão: novos espaços de convivência, novos hábitos, reforço simbólico da estratificação social, mobilização dos trabalhadores são alguns aspectos da vida carioca em que a autora situa de modo exemplar o papel da cerveja.



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