



Jornal da Tarde: Uma ousadia que reinventou a imprensa brasileira (Portuguese Edition)

Ferdinando Casagrande

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Final dos anos 1960. O mundo se transformava em alta velocidade. Revoluções políticas questionavam os governos, revoltas estudantis derrotavam os costumes, a juventude se insurgia contra as tradições - queria mudar o mundo, ter direito sobre o próprio corpo, determinar o curso do destino. Liberdade, a palavra de ordem, ganhava novos significados. Todas essas mudanças eram retratadas de maneira singular por um pequeno diário paulistano nascido no ventre de uma das empresas jornalísticas mais tradicionais do Brasil. Feito por talentosos jovens na casa dos 20 e poucos anos, o Jornal da Tarde rompia com todos os conceitos do que se conhecia por jornal. Foi uma ousadia - e a imprensa brasileira nunca mais seria a mesma. Neste livro, o jornalista Ferdinando Casagrande resgata a história da publicação que encantou pelo menos duas gerações de leitores antes de ser encerrada, em 2012, mais uma vítima da crise global que atinge os jornais e revistas impressos em plena era digital.

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