



As empresas familiares da cidade de Franca: um estudo sob a visão do serviço social (Portuguese Edition)

Maria José de Oliveira Lima

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O livro analisa o processo de modernização da gestão das empresas familiares da cidade de Franca/SP, tendo em vista as mudanças estruturais advindas e impostas pelo processo de reestruturação produtiva a partir dos anos de 1990. As empresas familiares do município foram criadas em períodos propícios ao seu crescimento e desenvolvimento industrial. Na década de 1990, elas foram afetadas pela abertura internacional dos mercados e pelas políticas econômicas voltadas à estabilização da economia brasileira. Nesse contexto, tais empresas foram obrigadas a atender a realidade dos mercados, na expectativa de maior qualidade e menor preço. É essa dinâmica que a autora investiga, com base na pesquisa bibliográfica, documental e de campo.

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