

# The Corporation

Capítulos 14 e 23

## **GRUPO I (representantes que apresentarão)**

### **Caio Ribeiro**

Emmanuel Ferraro

Marcos Vinicius Neris

### **Marina Monteiro**

Nathalia Sadocco

Paolla Daud

### **Pedro Franco**

Samuel Mu Li Chung

Victor Eiki Uemura



# 14. A Private Celebration



## 14. A Private Celebration

- Branding  $\neq$  Advertising
  - └─ produção invasiva
- 3D Manifestation of the Brand
  - Loja, Ativação, Produto, Desenho animado, Filme, Roupas, Alimentos...

# 14. A Private Celebration

- 3D Manifestation of the Brand



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# 14. A Private Celebration

- Celebration Florida



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## Propriedades de aluguel

### Rental Fees



### Compared to State and National

Rental Fee	Florida		United States	
\$250 or less	2.6%	N/A	4.1%	N/A
\$250-\$500	5.2%	N/A	10.2%	N/A
\$500-\$1,000	44.2%	-31.1%	47.1%	-33.9%
\$1,000-\$2,000	43.8%	+22.5%	33.6%	+32.7%
\$2,000 or more	4.2%	+16.3%	5.0%	+15.5%



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## Propriedades de imposto e valor

### Property Taxes

**\$5,838**

Median Property Tax

### Home Values

**\$452,800**

Median Home Value

### Compared to State and National

Florida

\$1,908.84

+\$3929.16

United States

\$1,653.64

+\$4184.36

### Compared to State and National

Florida

\$205,422.95

+\$247377.05

United States

\$157,652.60

+\$295147.4