



Guia do Incentivo à Cultura (Portuguese Edition)

Fábio de Sá Cesnik

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A utilização do incentivo fiscal é frequente em nosso país e é aplicada em vários campos da atividade humana. O incentivo à cultura, porém, sofre de uma carência de publicações que aliem aspectos doutrinários a uma ótica mais técnica. Apresentando tópicos importantes como leis federais, estaduais e municipais comentadas e benefícios fiscais para empresas investidoras, este livro é uma contribuição àqueles que se lançaram ou querem lançar-se no caminho da construção e da sedimentação responsável do nosso patrimônio artístico e humanístico.

A terceira edição deste livro, que já se tornou a principal referência da área, traz ainda a últimas alterações da Lei Rouanet, a partir da inclusão do sistema eletrônico de envio de projetos (Salicweb) e das recentes normatizações no campo audiovisual estatuídas pela Ancine. Além disso, o leitor encontra na publicação as novidades da Lei do ICMS de São Paulo, com seus novos regulamentos, e sugestões precisas relacionadas com a difícil tarefa de captação de recursos.

Guia do Incentivo à Cultura é uma obra de interesse para empresas que investem em cultura, profissionais como artistas, produtores e advogados, além de estudantes de Direito, Comunicação e Marketing.



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