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Dear Researchers, Academics, Managers and Business Community
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In the first article, da Silva Júnior, Kátia Vasconcelos and Priscilla da Silva focus on aspects of organizational development (OD), organizational change and leadership theories. They used action research type of collaborative and participant observation involving 277 leaders of the organization. It was found that the practice of DO, forgotten by the academy, still survives in the business with some adjustments, but without losing the reference of the concepts and classic fundamentals that are characteristic of this strategy change and individual relearning and collective.

In "High eccentricity EOQ total cost function yields JIT results", Willian Roach shows that the stock of perishable goods, the storage cost is much higher than expected in the classic formula of the economic lot of the application.

Then, Ilse Beuren and Elza Miiler present "Evidence of the institutionalization of controllership in family businesses" in an investigation into 12 companies during the period 2001 to 2006. Showed that the controllership has been established or restructured in the majority of the surveyed companies, creating and changing habits and routines, with evidence of institutionalization of the controllership.

In "Personality and preference for teaching methods: a study with graduating students in Management", Patrícia Muritiba, Sérgio Muritiba and Tânia Casado analyze the preference of 108 graduating students in Business Administration by various teaching methods. The results explore the differences between students who were classified according to psychological types proposed by Jung. The study showed that extroverts individuals consider their learning more effective when they are exposed to more active teaching methods (group discussions) and tend to overlook more introspective methods (lectures). Yet introverts

individuals prefer more introspective methods

On "Decentralization and financing of counties in contemporary Brazil" Ricardo Carneiro and Flavia Brasil the viability of municipal budget, emphasizing the exploration and recovery of taxes within their jurisdiction. This discussion takes as a reference implementation of the Environmental Sanitation Program, Organization and Modernization of Counties in Minas Gerais (SOMMA), proposed with the aim of improving the administration of finances of local governments, making them less dependent on transfers via private equity. The analysis undertaken shows that the results achieved by SOMMA were modest.

In "Information system and strategy in agribusiness organizations: a multivariate approach," Aldo Callado, Amônio Callado, Maria Conceição Silva and André Machado investigate the relationships between aspects of the information system within the process of strategic management in agribusiness organizations. It was made a cluster analysis between variables characterized by financial information relevant to the managerial practices. The authors found empirical evidence of relationships in two groups, the first being composed of the strategic goals, through the channels of feedback and the diffusion of the strategy. The second group included the variables that represent information about the frequency of meetings and on the volume of sales. These results show evidence of relationships between key aspects of the information system within the process of vision and strategic management in agribusiness organizations.

In "Organizational structures in the framework of strategic marketing planning: a discursive study", made a critical conceptual" Luciano Toledo and Guilherme Shiraishi made a critical conceptual analysis of some aspects relevant to the topic.

Questions about the difference between the different strategic levels were addressed, as the formulation of corporate strategies, competitive and functional, and were situated activities of marketing planning within the hierarchical structure of companies. Finally, it held a discussion and survey of issues surrounding the planning of marketing, strategies and innovative organizational structures

In "Reflections on marketing productivity," Marta Oliveira and Carlos Alberto Rossi seek to address conceptual issues and examine the evolution of thought on Productivity of Marketing. They point out that still lack consensus on concepts and constructs and some measurements are not very clear or are difficult to operationalize. Thus, it is necessary to organize the bases, better define the concepts and definitions, and improve the metrics.

Good reading

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