Debora Bonfim Aquarone
Chief Librarian of the ESPM’s Libraries in São Paulo
ESPM’S History

The Superior School of Advertising and Marketing, ESPM, was founded in 1951 by a group of advertising and media entrepreneurs led by Rodolfo Lima Martensen and supported by the former director of the São Paulo Art Museum, Pietro Maria Bardi and legendary Assis Chateaubriand.

These pioneers had the vision that only with a school of excellence, we would have in Brazil a strong and developed communication industry. They adopted the slogan "Teach who does."
ESPM’s History

For more than sixty five years, ESPM has been recognized for academic excellence in the fields of advertising, marketing, international relations and business administration.

Currently, ESPM has about 15,000 students, 600 professors, 8 undergraduate, post, master and doctorate degrees in the cities of São Paulo, Rio de Janeiro and Porto Alegre. Being the headquarters of ESPM, in São Paulo.
Excellence

ESPM is committed to excellence. From teaching to structure, the School provides many academic resources, always with an innovative vision and active methodologies that go beyond traditional learning. All students are provided with high-level resources to become professionals in the future.
The Libraries

In each unit of ESPM there is a library whose collections are integrated through a data management system, the Pergamum and it is possible to loan the works from one unit to another by means of pouches.

The collection is composed mostly of works that meet the subjects of all the courses that the School offers:
1. Journalism
2. Business Administration
3. International Relations
4. Advertising and Propaganda
5. Communication Information Systems
6. Social Sciences of Consumption
7. Cinema and Audiovisual
8. Design
And all the postgraduate, masters and doctoral courses.
One of the ESPM’s Libraries in São Paulo
ESPM’s Library in Porto Alegre
ESPM’s Library in Rio
Ludoteca

In São Paulo, because of the graduation course "Information Systems in Communication and Management", in which one of the tracks is the elaboration of games, the Library has a Ludoteca (Toy Library) with more than 500 board games and electronics.

We have more than 100,000 documents including books, magazines, board games, electronic games, films, academic works, e-books etc.
ESPM’s Libraries Mission

The mission of the ESPM Libraries is to ensure access to information, offering specialized services and products that accompany technological and social changes, contributing to the excellence of teaching, research and extension in ESPM's areas of expertise.
Infrastructure

We offer our users an adequate infrastructure for the studies and the various actions and events that occur in the premises of the Library.
We have in the Libraries in São Paulo:
- Training spaces;
- Study rooms for groups;
- Event Areas;
- And many classes are given in the Library
More than 100,000 documents
Memory of Advertising in Brazil

Currently we are working with a specific collection on the memory of advertising in Brazil in various media and with the support of Master and Doctoral students whose research on the material has helped the Library team in the treatment of this information. Part of our collection justifies our participation in Redarte, which is the collection of Design and documents related to advertising.
Quem precisa adquirir Leite Condensado escolhe, mesmo de longe, um redilhão de olhos pelas prateleiras repletas, a lata que traz a "Moça" impressa no rótulo. De fato, o Leite Condensado Marca Moça "é reconhecido, de longe, pela graciosa figura da leiterinha que o simboliza. é, de perto, por suas excelentes qualidades. Puro, nutritivo, saboroso, o Leite Moça é um produto garantido pela marca Nestlé, de composição invariável, de fácil digestibilidade, perfeita conservação, mesmo sem geladeira, encontrado em toda parte com a maior facilidade.

Por todos esses motivos o

Leite condensado
MARCA MOÇA

São Luis
Nestlé
Qualidade Nestlé
Marca Moça

Escola de Comunicação

ESPMS

Televisão

Rádio Tupi
Thank you

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