

João Paulo Vieira Tinoco  
Departamento de Administração  
Pontifícia Universidade Católica do Rio de Janeiro - PUC-Rio  
jptinoco@gmail.com

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To whom it may concern

It is my pleasure to recommend Mr. Antonio Manoel do Nascimento for admission to the Master Program at your University.

I was his supervisor in the final course project at Pontifícia Universidade Católica do Rio de Janeiro (PUC-Rio). Mr Nascimento developed an interesting research comparing strategies adopted by German football clubs aiming to increase attendance to the matches, more specifically by Borussia Dortmund, to the typical strategies adopted by major Brazilian football clubs. To accomplish his objectives Mr Nascimento based his research on the business strategy theory as well on the consumer behavior approach.

During the academic semester in which the research was developed he always demonstrated confidence and initiative. He also had great success in articulating the theory he adopted with the field research and with the analysis of the results. As a consequence, after being examined by three professors he earned a perfect score.

I am sure Mr Nascimento has the motivation, skills and behavior to complete with success more advanced studies and researches required by master programs.

Best regards,



João Paulo Vieira Tinoco  
Doctor in Business Administration