

Pré-Work

6 Reasons You Should Do Secondary Research (Legendas em PT-BR)

| <https://www.youtube.com/watch?v=6PvEpei8LfU>

Desk Research - The what, why and how |

<https://www.userfocus.co.uk/articles/desk-research-the-what-why-and-how.html>

Benchmarking | <https://www.youtube.com/watch?v=XCR73sZI8Mk>

Como fazer benchmarking |

<https://endeavor.org.br/estrategia-e-gestao/benchmarking/>