

## **Editorial**

In this edition, my first as Chief Editor of BAR - Brazilian Administration Review, we have the pleasure of bringing you five articles. In the first, Carlos Osmar Bertero and Tatiana Iwai review the business trajectory of the Barão de Mauá, seeking to demonstrate that he was a classic entrepreneur whose action can be seen to have been mistaken when considered in the light of current concepts developed in the field of strategy, in addition to being directly related to government policy at the time. In the second article, Danny Pimentel Claro, Priscila de Oliveira Claro and Décio Zylbersztajn test a theoretical model of relationship marketing with 67 distributors and 174 suppliers of flowers and vase plants from the Netherlands, finding relevant differences concerning the focus of the success strategies adopted by each of them. In the following article, Otavio Ribeiro de Medeiros and Alberto Shigueru Matsumoto present an event study to investigate the reaction of the market before, during and after the announcement of issues of shares from Brazilian companies, from 1992 to 2003, corroborating international literature that witnessed abnormal negative returns prior to the announcements and also following the issuing of shares. In the fourth article, Sieglinde Kindl da Cunha and João Carlos da Cunha present a proposal for measuring the impacts of a tourism cluster on local development, in order to assess, systemically, the level of interaction, competitiveness and sustainability and their effects in economic, social and environmental terms, to provide guidelines for the different agents who operate in the sector under study. In the final article, Edgard B. Cornachione Jr. takes a look at the general performance of students and the discerning power of specific items in tests in the field of business, demonstrating, based on a few questions, the possibility of discerning academic performance correctly, which may imply concrete actions when it comes to perfecting evaluation methods.

We wish you happy reading and also hope that you all find these articles of interest.

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