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## Editorial

As we were celebrating this year the 10th Anniversary of the ICIMs, with new partners from Universities of Finland and Malaysia, we start getting the feeling that there was a growing need to have special issues with papers in Portuguese. But since we wanted that somehow these papers may be also open to foreigners interested on specific and more local topics from Brazil, we decided to keep also at end of the papers titles, abstracts and key words in English; so that in case there is someone from abroad that may be interested on a given paper it may contact directly the authors for further information. Six of the papers are somewhat related to Sustainability, two of them in relation to the so called Consumer Society, other going deeper into the subject or else dealing with social issues, the impact of innovation or the financial systemic crises.

Arnaldo de Hoyos