

## FAR S.A.

FIAS CO.



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César and Mara, a couple about to finish their degree in business administration, are attacked in the street but survive unscathed thanks to the appearance of a stranger, Mikel. An art student, Mikel explains to them how he scared the aggressors off after making them believe the police were on their way. A few days later, César reflects on what happened and realises that Mikel's theories about art might come in rather handy if they're applied to marketing. The creation of a suitable setting and environment condition people's decisions, and this is what a salesman much achieve: that people see what he wants them to see. The theoretical training of both economists are perfectly complemented by the creativity and artistic techniques of Mikel. Together they form the partnership FIAS CO., which begins its work with assignments riddled with difficulties and risks.

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