



# Mtv, bota essa p#@% pra funcionar (Portuguese Edition)

*Zico Goes*

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"MTV, bota essa porra pra funcionar!". Caetano Veloso soltou essa pérola no VMB 2004, depois de o sistema de som falhar repetidas vezes durante sua performance ao lado de David Byrne. Como era de praxe dentro da MTV, a equipe contornou a situação tirando sarro da própria cara.

O episódio foi repriseado inúmeras vezes, e a frase, transformada num lema interno.

Quase uma década depois da bronca de Caetano, a MTV Brasil deixou de funcionar. Disputas entre gigantes, cortes nos gastos e a crise gerada pela explosão da internet derrubaram o único canal da televisão aberta que se comunicava direta e exclusivamente com o jovem brasileiro. Neste livro, Zico Goes conta a história da MTV Brasil baseado em sua experiência de mais de duas décadas dentro da emissora.



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