

EDITORIAL

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The *Administração Pública e Gestão Social – APGS Journal* – publishes this second edition of 2013 sharing happy news with its readers, authors, evaluators and members from the editorial board: the accomplishment of the B3 division in the field of Administration, Accounting and Tourism. B3 is a more positive grade in CAPES's Qualis evaluation system, a regulatory agency for scientific productions in Brazil.

As we improve our actions even more, we would like to inform you that the editorial team is undertaking continuous efforts to carry out its indexation, with the quality of the submissions within the *APGS Journal*, to expressive international standards, such as “Rede de Revistas Científicas de América Latina e Caribe, Espanha e Portugal” (Latin America, Caribbean, Spain and Portugal Scientific Journals Network) – Redalyc – and SciELO – Scientific Electronic Library Online – in Brazil. We will have more news on these actions soon.

Regarding the first article of this edition, *Dívida dos Governos Subnacionais Brasileiros: Uma Análise Sob A Ótica do Federalismo Fiscal* (Debt of the Brazilian Subnational Governments: An Analysis under the View of the Fiscal Federalism), its author, Janilson Antonio da Silva Suzart, a doctorate student in Accounting and Controlling at Universidade de São Paulo (University of São Paulo) – USP – analyzes if the state and city governments in Brazil can be regarded as independent from the national government, considering their debts.

Agenda Ambiental na Administração Pública (A3P) e Práticas de Sustentabilidade: Estudo Aplicado em um Instituto Federal de Educação, Ciência e Tecnologia (Environmental Agenda in the Public Administration (A3P) and Sustainability Practices: an applied study in a federal Education, Science and Technology Institute) is the title of the second article of this edition, written by professors and researchers from Universidade Federal de Santa Catarina (Federal University of Santa Catarina) and from Instituto Federal Catarinense (Federal Institute from Santa Catarina), the authors Lilian Campagnin Luiz, Karlan Rau, Claudio Luiz de Freitas, and Elisete Dahmer Pfitscher. This research analyzes the application of the Environmental Agenda in the Public Administration (A3P) and of the environmental laws in the socio-environmental activities made by a Federal Education Institute.

The third article, *Resgatando o Conceito de Marketing Social* (Rescuing the Concept of Social Marketing) is authored by Edson Coutinho da Silva, from the University Center of FEI, Silvio Augusto Minciotti and Antonio Carlos Gil, both from the Municipal University of São Caetano do Sul – USCS. These professors promote a reflection on the use of the concept of Social Marketing based on preliminary studies on the topic, which allowed them to propose an instrument of evaluation of Social Marketing activities

as a way of identifying if the principles are being applied on the programs and social causes announced and “imposed” by the market.

Titled *O Ensino de Empreendedorismo Social em Cursos de Administração das Universidades Públicas Brasileiras* (The Teaching of Social Entrepreneurship in Management Majors of Brazilian Public Universities), the fourth article was written by Luis Miguel Luzio dos Santos, professor at State University of Londrina – UEL –, and Barbara Galleli, doctorate student in Business Administration by the Graduate Studies Program in Business Administration of USP and researcher of the “Skills, Management and Sustainability” group (Competências, Gestão e Sustentabilidade) at UEL. This article investigates the incidence of the social entrepreneurship classes in Business Administration majors in federal and major state universities of Brazil.

Organic production reveals itself as a niche market in face of the dominant agricultural pattern. In this context, the article which closes this edition, by Flávia Luciana Naves Mafra, Thálita de Resende Cardoso and Monica Carvalho Alves Cappelle, from Federal University of Lavras – UFLA –, and Luiz Antonio Staub Mafra, from Federal University of Alfenas – UNIFAL –, analyze the Motivation and Insertion Strategies in the Context of Organic Coffee Crops while researching the southern region of Minas Gerais, in Brazil.

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