



NO LOGO:EL PODER DE LAS MARCAS

KLEIN NAOMI

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Este libro explica la irritacion que las grandes marcas suscitan en amplios sectores de la sociedad. Pero ademas nos invita a un itinerario fascinante: desde las lujosas tiendas de ropa de las grandes urbes a ciertos talleres indonesios en los que el trabajo equivale a degradacion; desde los grandes centros comerciales estadounidenses hasta las sedes de los piratas informaticos que se oponen a las multinacionales que violan los derechos humanos en Asia Naomi Klein desenmascara a la llamada nueva economia y desvela como esta ha incumplido todas sus promesas.

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