



No logo. El poder de las marcas (Spanish Edition)

Naomi Klein

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Este libro explica la irritación que las grandes marcas suscitan en amplios sectores de la sociedad. Pero, además, 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 degradación; desde los grandes centros comerciales estadounidenses hasta las sedes de los piratas informáticos que se oponen a las multinacionales que violan los derechos humanos en Asia, Naomi Klein desenmascara a la llamada «nueva economía» y desvela cómo esta ha incumplido todas sus promesas.

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