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NAOMI KLEIN: RESĂŠMENES SELECCIONADOS: COLECCIĂ“N RESĂŠMENES UNIVERSITARIOS NĂ“ 196 (Spanish Edition)



Synopsis

Hemos resumido lo esencial de los siguientes textos: del libro NO LOGO, los capítulos 1- "El nuevo mundo de las marcas" y 2- Las marcas se expanden. Cómo llegó el logo a ocupar el centro de la escena". En la obra, Klein denuncia la cultura capitalista consumista y las formas manipuladoras de las grandes marcas. Y del libro LA DOCTRINA DE SHOCK, EL AUGE DEL CAPITALISMO DEL DESASTRE, su capítulo 2- "El otro doctor Shock: Milton Friedman y la búsqueda de un laboratorio de laissez faire", donde se relata la formación de la doctrina neoliberal de los "Chicago Boys" y la preparación y ejecución del golpe de Estado en Chile en 1973.

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