

Neoliberismo E Manipolazione Di Massa Storia Di Una Bocconiana Redenta

“Neoliberismo e manipolazione di massa” è rivolto a tutti coloro che vogliono affrontare un percorso di disvelamento delle menzogne che si celano dietro l’attuale modello socio-economico. Rinnegando gli insegnamenti dell’Università Bocconi, dove si è formata, l’autrice guida i lettori attraverso il proprio cammino di comprensione dell’inganno neoliberista. Il libro introduce la storia della psicologia delle folle, partendo dall’opera di Le Bon, studiata e amata dai grandi dittatori del 900, e di Bernays, nipote di Freud e inventore dell’ingegneria del consenso, fino allo sviluppo del capitalismo consumistico. Poste le premesse sociologiche e storico-culturali, viene analizzato lo sviluppo del pensiero economico liberista prima e neoliberista poi, inteso come una degenerazione del primo. Il testo, che arriva ai giorni nostri, adotta un registro divulgativo e accessibile a tutti, con approfondimenti sia di carattere economico che filosofico, ma sempre estraneo a tecnicismi e sofismi accademici. Dopo aver condotto il lettore attraverso un cammino conoscitivo e introspettivo, l’autrice propone le proprie soluzioni per operare un cambiamento reale, a livello individuale e collettivo.

Un laboratorio, due Paesi, tre fondi d’investimento, molti scienziati e delle ricerche virologiche tanto misteriose quanto pericolose. La pandemia da Sars-Cov-2 che ha investito e messo in ginocchio il pianeta intero non è arrivata per caso, non è arrivata per uno scherzo della natura, il virus è apparso tra noi per colpa di ricercatori troppo esaltati, di aziende troppo avidi e di governi troppo sconsiderati. La vicenda del laboratorio di massima sicurezza biologica di Wuhan è la storia del Covid-19. È anche la storia di uno dei più appassionanti thriller della nostra storia, una spy story internazionale degna di un James Bond, nella quale non sono nemmeno mancati i classici cattivi che giocano a fare Dio. E, come nelle migliori sceneggiature che ricalcano questo filone, quando questo accade finisce sempre male. “I misteri di Wuhan” è anche un’inchiesta rigorosa. Un lavoro che svela i retroscena dell’origine della pandemia. Con la speranza che prima o poi si possa finalmente avviare un’indagine su quei fatti e (magari) giungere a delle condanne giudiziarie. Lo chiedono oltre tre milioni di morti. Lo chiedono sette miliardi e mezzo di vittime.

Weldwyn has fallen, and with it, any hope of peace. The army of Merceria, beaten and bruised, returns home only to learn of the fall of Weldwyn. And, as if that wasn't bad enough, the Dark Queen has unleashed the greatest of all threats—dragons. Even as the army regroups, opposition at home grows. Soon, it becomes apparent enemy soldiers are not the only danger they must face. Outnumbered and overwhelmed, even all their cunning and experience may not be enough to vanquish the darkness that threatens to engulf the land. Discover what's in store for the denizens of the Four Kingdoms as Paul J Bennett's Heir to the Crown series continues in book ten, Triumph of the Crown. New to the

series? Meet Gerald Matheson, the steadfast warrior in *Servant of the Crown*, *Heir to the Crown: Book One*, available in eBook, Audiobook, and Paperback. What readers are saying about Paul J Bennett's books: ????? - "Fantastic Fantasy!" ????? - "Fabulously written, loved it." ????? - "Another excellent book series!!" ????? - "Wow! Best book I've read in a LONG time!" ????? - "Thoroughly absorbing, exciting and mystical" ????? - "If you like fantasy fiction, then this is a must-read!" ????? - "This story gripped me and kept me turning the pages." ????? - "Action, Intrigue, Adventure, Romance and some twists!" ????? - "I love the book, had me on edge and could not put it down!" ????? - "The most amazing adventure with a strong magical influence." ????? - "The characters you love in the books come to life in such a fabulous way." ????? - "The tale flows effortlessly along, blending action, adventure and heartwarming scenes." ????? - "It's really difficult to stop reading these books. Looking forward to more books from this author." Other Books by Paul J Bennett *Heir to the Crown Series: Battle at the River - Prequel* *Servant of the Crown* *Sword of the Crown* *Mercerian Tales: Stories of the Past* *Heart of the Crown* *Shadow of the Crown* *Mercerian Tales: The Call of Magic* *Fate of the Crown* *Burden of the Crown* *Mercerian Tales: The Making of a Man* *Defender of the Crown* *Fury of the Crown* *Mercerian Tales: Honour Thy Ancestors* *War of the Crown* *Triumph of the Crown* *The Frozen Flame Series: The Awakening/Into the Fire - Prequels* *Ashes* *Embers* *Flames* *Inferno* *Maelstrom* *Power* *Ascending Series: Tempered Steel - Prequel* *Temple Knight* *Warrior* *Knight* *Temple* *Captain* *Warrior* *Lord* *The Chronicles of Cyric: Into the Maelstrom - Prequel* *A Midwinter Murder* *The Beast of Brunhausen* *A Plague in Zeiderbruch*

A clear and concise history of economic thought, developed from the author's award-winning book, *The Wealth of Ideas*.

Political parties have lost swathes of members and effective power is ever more concentrated in the hands of their leaders. Behind these trends lie changing relationships between economics, the media and politics. Electoral spending has spiralled out of all control, with powerful economic interests exercising undue influence. The 'level playing field', on which democracy's contests have supposedly been fought, has become ever more sloping and uneven. In many 'democratic' countries media coverage, especially that of television, is heavily biased. Electors become viewers and active participation gives way to mass passivity. Can things change? By going back to the roots of democracy and examining the relationship between representative and participatory democracy, political historian Paul Ginsborg shows that they can and must.

** PRE-ORDER THE MEMORY BOX, THE NEW NOVEL FROM KATHRYN HUGHES ** *** Winner Book of the Year in Prima magazine Big Book Awards 2019 **** 'Storytelling at its finest with characters that come alive and a plot that dances with intrigue. An absolutely first-class read that does not disappoint' Prima 'A gripping read' Woman & Home A beautiful, page-turning and heartwrenching story of how hope can blossom in the ruins of tragedy and of the

redeeming power of love. From No. 1 bestselling author of *The Letter* Kathryn Hughes. Tara Richards was just a girl when she lost her mother. Years later when Tara receives a letter from a London solicitor its contents shake her to the core. Someone has left her a key to a safe deposit box. In the box lies an object that will change everything Tara thought she knew and lead her on a journey to deepest Spain in search of the answers that have haunted her for forty years. Violet Skye regrets her decision to travel abroad leaving her young daughter behind. As the sun dips below the mountains, she reminds herself she is doing this for their future. Tonight, 4th June 1978, will be the start of a new life for them. This night will indeed change Violet's destiny, in the most unexpected of ways... Just some of the five-star reviews from real readers for *Her Last Promise*... 'Hope rises from despair and new beginnings are forged in the most extraordinary and unexpected way. Kathryn Hughes delves deeply into the heart and soul of her characters, making them totally relatable...like friends you really care for. My addiction to this novel was total and uncompromising *****' 'Wonderful! First book I have read by Kathryn Hughes and will now read her previous stories. I loved it *****' 'Another great story from Kathryn Hughes *****' 'As always, a lovely story by Kathryn Hughes *****' 'I really enjoyed this book, especially the nostalgic 1970's descriptions *****'

Postfazione di Flavio Felice. Nel corso della storia, pur cambiando i sistemi, la vita politica è divenuta sempre più complessa. Con Machiavelli si è liberata dalla retorica e dal moralismo e ha rinunciato a darsi una direzione etica per divenire una scienza autonoma. La lettura gramsciana del Principe nelle fasi postbellica, post '89 e ancora oggi ha dato spessore culturale alla "conquista e al mantenimento del potere", ma in mancanza di una bussola di orientamento i diversi leader e i partiti nei sistemi democratici hanno finito con l'assecondare rivendicazioni e desideri dei cittadini. Ha prevalso l'esaltazione del consenso ad ogni costo e di conseguenza il conflitto tra le parti e la decomposizione del tessuto solidale. L'opposizione del "popolo" alla "casta" ha favorito neopopulismo e sovranismo e sollecitato la trasformazione della democrazia rappresentativa nell'utopia della democrazia diretta, in cui il popolo detta le scelte attraverso i social in assenza di principi regolativi condivisi.

The bestselling author of *No Logo* shows how the global "free market" has exploited crises and shock for three decades, from Chile to Iraq In her groundbreaking reporting, Naomi Klein introduced the term "disaster capitalism." Whether covering Baghdad after the U.S. occupation, Sri Lanka in the wake of the tsunami, or New Orleans post-Katrina, she witnessed something remarkably similar. People still reeling from catastrophe were being hit again, this time with economic "shock treatment," losing their land and homes to rapid-fire corporate makeovers. *The Shock Doctrine* retells the story of the most dominant ideology of our time, Milton Friedman's free market economic revolution. In contrast to the popular myth of this movement's peaceful global victory, Klein shows how it has exploited moments of shock and extreme violence in order to implement its

economic policies in so many parts of the world from Latin America and Eastern Europe to South Africa, Russia, and Iraq. At the core of disaster capitalism is the use of cataclysmic events to advance radical privatization combined with the privatization of the disaster response itself. Klein argues that by capitalizing on crises, created by nature or war, the disaster capitalism complex now exists as a booming new economy, and is the violent culmination of a radical economic project that has been incubating for fifty years.

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Neoliberismo e manipolazione di massa Youcanprint
A foray into a generation dragged into an ideological battle between Flower Power and New Left militance reveals how the Beatles-Stones rivalry was created by music managers intent on engineering a moneymaking empire.

Il testo si rivolge ai professionisti impegnati in compiti di educazione e formazione, e particolarmente agli operatori sociali. Dopo aver messo a fuoco i concetti di comunicazione e relazione, analizza e propone strategie di prevenzione, sostegno e recupero rivolte alle diverse età e situazioni della vita (infanzia, adolescenza, povertà, tossicodipendenza, vecchiaia, ecc.).

This book provides a comprehensive and analytical overview of the development of economic theory from its beginnings, at the end of the Middle Ages, up to contemporary contributions. Traditional theories are presented as living matter, and modern theories are presented as part of a historical process and not as established truths. In this way, the book avoids the dangerous dichotomy between pure historians of thought who dedicate themselves exclusively to studying facts, and pure theorists who are interested in the evolution of the logical structure of theories. The second edition contains several changes and additions. The authors give due consideration to the "civil economy" perspective developed during Humanism and the Renaissance. The section on Adam Smith has been considerably extended and improved. The treatment of the post-keynesian approach has been separated from "new keynesian macroeconomics". Finally, a new chapter has been added to review the most recent developments in the economic discourse in the light of globalization and the new technological trajectory.

A revealing look at austerity measures that succeed—and those that don't Fiscal austerity is hugely controversial. Opponents argue that it can trigger downward growth spirals and become self-defeating. Supporters argue that budget deficits have to be tackled aggressively at all times and at all costs. Bringing needed clarity to one of today's most challenging economic issues, three leading policy experts cut through the political noise to demonstrate that there is not one type of austerity but many. Austerity assesses the relative effectiveness of tax increases and spending cuts at reducing debt, shows that austerity is not necessarily the kiss of death for political careers as is often believed, and charts a sensible approach based on data analysis rather than ideology.

Individuals all over the world can use Airbnb to rent an apartment in a foreign

city, check Coursera to find a course on statistics, join PatientsLikeMe to exchange information about one's disease, hail a cab using Uber, or read the news through Facebook's Instant Articles. The promise of connective platforms is that they offer personalized services and contribute to innovation and economic growth, while bypassing cumbersome institutional or industrial overhead. In *The Platform Society*, Van Dijck, Poell and De Waal offer a comprehensive analysis of a connective world where platforms have penetrated the heart of societies—disrupting markets and labor relations, circumventing institutions, transforming social and civic practices and affecting democratic processes. This book questions what role online platforms play in the organization of Western societies. First, how do platform mechanisms work and to what effect are they deployed? Second, how can platforms incorporate public values and benefit the public good? *The Platform Society* analyzes intense struggles between competing ideological systems and contesting societal actors—market, government and civil society—raising the issue of who is or should be responsible for anchoring public values and the common good in a platform society. Public values include of course privacy, accuracy, safety, and security, but they also pertain to broader societal effects, such as fairness, accessibility, democratic control, and accountability. Such values are the very stakes in the struggle over the platformization of societies around the globe. *The Platform Society* highlights how this struggle plays out in four private and public sectors: news, urban transport, health, and education. Each struggle highlights local dimensions, for instance fights over regulation between individual platforms and city governments, but also addresses the level of the platform ecosystem as well as the geopolitical level where power clashes between global markets and (supra-)national governments take place.

Praise for *On Changing the World*: "His collection of essays, combining scholarship with passion, impresses by its sweep and scope."—Daniel Singer *Ecosocialists* believe that the prevention of an unprecedented ecological catastrophe and the preservation of a natural environment favorable to human life are incompatible with the expansive and destructive logic of the capitalist system. The present collection of articles explores some of the main ecosocialist proposals and some concrete experiences of struggle, particularly in Latin America. Michael Löwy is emerit Research Director at the CNRS (National Center for Scientific Research). His books have been translated into twenty-nine languages.

In a series of enlightening and wide-ranging discussions, published here for the first time, the author radically reinterprets the events of the past three decades, covering topics from foreign policy during the Viet-nam war to the decline of the welfare under the Clinton administration. Characterized by Chomsky's accessible and informative style, this is the ideal book for those new to his work as well as those who have been listening for years.

Samir Amin's ambitious new book argues that the ongoing American project to dominate the world through military force has its roots in European liberalism, but has developed certain features of liberal ideology in a new and uniquely dangerous way. Where European political culture since the French Revolution has given a central place to values of equality, the American state has developed to serve the interests of capital alone, and is now exporting this model throughout the world. American imperialism, Amin argues, will be far more barbaric than earlier forms of imperialism, pillaging natural resources and destroying the lives of the poor.

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The Liberal Virus examines the ways in which the American model is being imposed on the world, and outlines its economic and political consequences. It shows how both citizenship and class consciousness are diluted in "low-intensity democracy" and argues instead for democratization as an ongoing process—of fundamental importance for human progress—rather than a fixed constitutional formula designed to support the logic of capital accumulation. In a panoramic overview, Amin examines the objectives and outcomes of American policy in the different regions of the world. He concludes by outlining the challenges faced by those resisting the American project today: redefining European liberalism on the basis of a new compromise between capital and labor, re-establishing solidarity among the people of the South, and reconstructing an internationalism that serves the interests of regions that are currently divided against each other.

An upper-level text, History of Economic Thought continues to offer a lively, accessible discussion of ideas that have shaped modern economics. The Fourth Edition has been thoroughly revised to reflect recent scholarship and research, as well as a more pointed focus on modern economic thought. The text remains a highly understandable and opinionated—but fair—presentation of the history of economic thought.

Il volume è il frutto di un lavoro di ricerca empirica e di riflessione teorica sul populismo come un modo di ricerca di legittimità che si manifesta nella lotta per il potere politico, le cui radici fanno riferimento ai processi di mutamento delle basi sociali delle democrazie contemporanee. Studiare il populismo in una prospettiva di sociologia politica richiede di confrontarsi non solo con le molteplici forme assunte da partiti e leader populistici, ma di analizzare la sfida apportata dalle attuali dinamiche della modernizzazione alla democrazia rappresentativa e alla concezione tradizionale della politica. Il libro propone una lettura critica della "struttura di opportunità" in cui emergono i populismi nelle democrazie occidentali, con l'obiettivo di chiarire la natura del fenomeno rispetto ad altri concetti delle scienze sociali, soprattutto in riferimento al processo di personalizzazione della politica. Al pari della relazione fra capitalismo e democrazia, nelle democrazie contemporanee si ripropongono alcuni temi centrali della sociologia, quali la tensione tra potere tecnocratico e comunità politica, il rapporto tra crescita economica e sostenibilità, la rinnovata rilevanza del riconoscimento sociale e del risentimento politico, e l'emergere di una nuova politica identitaria. I capitoli del libro si concentrano su temi rilevanti nella ricerca sociologica sul populismo, tra cui la sua relazione con la democrazia e le istituzioni, il tipo di radici sociali e politiche, le modalità di costruzione del popolo, le dinamiche elettorali, il rapporto tra economia e politica emerso dopo la Grande Regressione del 2008.

LA RIVISTA CULTURALE DI SALERNO.

"Ideas crackle" in this triumphant final book of Tony Judt, taking readers on "a wild ride through the ideological currents and shoals of 20th century thought." (Los Angeles Times) The final book of the brilliant historian and indomitable public critic Tony Judt, *Thinking the Twentieth Century* maps the issues and concerns of a turbulent age on to a life of intellectual conflict and engagement. The twentieth century comes to life as an age of ideas--a time when, for good and for ill, the thoughts of the few reigned over the lives of the many. Judt presents the triumphs and the failures of prominent intellectuals, adeptly explaining both their ideas and the risks of their political commitments. Spanning an era with unprecedented clarity and insight, *Thinking the Twentieth Century* is a tour-de-force, a classic engagement of modern thought by one of the century's most incisive thinkers. The exceptional nature of this work is evident in its very structure--a series of intimate conversations between Judt and his friend and fellow historian Timothy Snyder, grounded in the texts of the time and focused by the intensity of their vision. Judt's astounding eloquence and range are here on display as never before. Traversing the complexities of modern life with ease, he and Snyder revive both thoughts and thinkers, guiding us through the debates that made our world. As forgotten ideas are revisited and

fashionable trends scrutinized, the shape of a century emerges. Judt and Snyder draw us deep into their analysis, making us feel that we too are part of the conversation. We become aware of the obligations of the present to the past, and the force of historical perspective and moral considerations in the critique and reform of society, then and now. In restoring and indeed exemplifying the best of intellectual life in the twentieth century, *Thinking the Twentieth Century* opens pathways to a moral life for the twenty-first. This is a book about the past, but it is also an argument for the kind of future we should strive for: *Thinking the Twentieth Century* is about the life of the mind--and the mindful life.

Nel mondo contemporaneo, il capitalismo neoliberista occupa l'intero orizzonte del pensiero: siamo in una fase storica in cui i desideri, gli affetti, le speranze e i legami, vere e proprie spinte nelle lotte trasformative, si trovano già modellati sotto le forme del capitale. Il capitalismo si avvicina oggi più che mai all'idea del "crimine perfetto", a un'esperienza interiore che funge da barriera invalicabile capace di bloccare il pensiero e l'azione estranei al sistema. Come emanciparsi da questo stato di cose? Alemán affronta lucidamente le possibilità di reazione da parte delle tradizionali forme statuali dinanzi al monopolio capitalista delle passioni.

Ci sono false notizie, notizie distorte e mezze verità. E le mezze verità iniziano con le scelte lessicali. Quello in atto da anni non è un fenomeno migratorio di massa, ma un esodo biblico. Milioni di africani premono alle porte del continente europeo e solo la reazione dell'opinione pubblica occidentale ha, sino a ora e in modo del tutto temporaneo, mitigato le conseguenze del fenomeno. Ma perché decine di milioni di persone sono in viaggio per lasciare la propria terra? Guerre, persecuzioni, fame? Tutte mezze verità se non si racconta l'origine di quelle guerre, di quelle persecuzioni, di quella fame. Rimozione armata di governanti locali, miseria e dipendenza, a discapito delle centinaia di milioni di euro teoricamente indirizzati a creare, nel continente africano, migliori condizioni di vita, hanno ragioni d'essere e definizioni tecniche. Austerità e neocolonialismo, termini entrati prepotentemente nel nostro lessico quotidiano, ricevono, in questo libro, la propria rappresentazione plastica e la propria spiegazione economica.

UN NUOVO ALFABETO PER ORIENTARSI NEL MONDO IPERCONNESSO. VENTISEI PAROLE CHIAVE PER SCANDIRE IL NOSTRO ETERNO PRESENTE.

The BBC: the mouthpiece of the Establishment? The BBC is one of the most important institutions in Britain; it is also one of the most misunderstood. Despite its claim to be independent and impartial, and the constant accusations of a liberal bias, the BBC has always sided with the elite. As Tom Mills demonstrates, we are only getting the news that the Establishment wants aired in public. Throughout its existence, the BBC has been in thrall to those in power. This was true in 1926 when it stood against the workers during the General Strike, and since then the Corporation has continued to mute the voices of those who oppose the status quo: miners in 1984; anti-war protesters in 2003; those who offer alternatives to austerity economics since 2008. From the outset much of its activity has been scrutinised by the secret services at the invitation of those in charge. Since the 1990s the BBC has been integrated into the market, while its independence from government and big business has been steadily eroded. The BBC is an important and timely examination of a crucial public institution that is constantly under threat.

After 1989, capitalism has successfully presented itself as the only realistic political-economic system - a situation that the bank crisis of 2008, far from ending, actually compounded. The book analyses the development and principal features of this capitalist realism as a lived ideological framework. Using examples from politics, films, fiction, work and education, it argues that capitalist realism colours all areas of contemporary experience. But it will also show that, because of a number of inconsistencies and glitches internal to the capitalist reality program capitalism in fact is anything but realistic.

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This book proposes an integrated model of treatment for Personality Disorders (PDs) that goes beyond outdated categorical diagnoses, aiming to treat the general factors underlying the pathology of personality. The authors emphasize the development of metacognitive functions and the integration of procedures and techniques of different psychotherapies. The book addresses the treatment of complex cases that present with multiform psychopathological features, outlining clinical interventions that focus on structures of personal meaning, metacognition and interpersonal processes. In addition, this book: Provides an overview of pre-treatment phase procedures such as assessment interviews Explains the Metacognitive Interpersonal Therapy (MIT) approach and summarizes MIT clinical guidelines Outlines pharmacological treatment for patients with PDs Includes checklists and other useful resources for therapists evaluating their adherence to the treatment method Complex Cases of Personality Disorders: Metacognitive and Interpersonal Therapy is both an insightful reexamining of the theoretical underpinnings of personality disorder treatment and a practical resource for clinicians.

La Grande recessione ha gettato in crisi l'Occidente e messo in ginocchio sia il dollaro, sia l'euro. Allo stesso tempo la Cina avanza sulla base di un modello che coniuga partito unico maoista e industrialismocapitalista. A causa degli effetti della «febbre gialla», centinaia di aziende spostano oltre Muraglia le loro fabbriche e centinaia di migliaia di europei e americani restano senza lavoro. E ciò avviene mentre la domanda globale crolla, trascinando con sé lo smantellamento dei sistemi di spesa sociale. Per uscire dalla crisi l'Occidente deve inventarsi un nuovo modello di sviluppo economico. Con frizzante ironia e una straordinaria capacità di descrivere drammaticamente il momento storico, Umberto Sulpasso fa dialogare Mr Darwin con Kafka, B-liar, il presidente Obama, Galileo Galilei, Isaac Asimov, Niccolò Machiavelli e il Principe. Un viaggio oltre lo spazio e il tempo che lo porta a formulare una proposta per affrontare la crisi: la Darwinomics, l'unica strada praticabile nel prossimo futuro per combinare sviluppo e sopravvivenza. In alternativa, potrebbe presto scatenarsi un apocalittico conflitto geopolitico globale per la gestione delle risorse dalle conseguenze devastanti. In Darwinomics si riafferma la necessità impellente di un'evoluzione dell'Homo sapiens in Homocognoscens, un vero e proprio passaggio biologico che implica una diversa capacità di produrre a partire da una nuova economia della conoscenza. Perché in gioco oggi non c'è solamente la sopravvivenza economica dell'Occidente, ma dell'intera specie (umana).

Social hacking, strategia competitiva, manipolazione, arte dell'inganno e sfruttamento dei bias mentali. Un vero e proprio "vademezum scorretto", da usare sempre e solo per curiosità, per amore di studio, ma soprattutto per difendersi, quando necessario, da quei cancerogeni rapporti di forza che vedono sempre vincere chi possiede la "forza bruta" o la maggioranza dei mezzi pratici ed economici. Dal lavoro quinquennale di due ingegneri studiosi di psicologia, filosofia e mistica orientale, già apprezzato finanche su quotidiani nazionali come "Il Fatto Quotidiano", in questo libro troverai: - Le storie di chi ha "fregato" il sistema ed i principi universali che si possono trarre da tali storie. - L'arte del ragionare in termini di "vulnerabilità e scappatoia". - I segreti del pensiero laterale e come applicarli all'arte dell'inganno. - Cosa è l'etica hacker e perché dovresti sempre attenertici. - Esempi pratici di come "l'arte di vincere scorrettamente" sia stata concretamente applicata nel campo della strategia militare. - Cosa sono i bias mentali e come si possono usare per manipolare il prossimo. - Cosa sono gli inganni "singoli e doppi" e come architettarli. - Come costruirsi una figura credibile ed al di sopra di ogni sospetto - Come padroneggiare l'arte della competizione ed affermare la propria volontà su qualunque "campo di battaglia" .. e tanto, tanto altro!

The Marquis de Custine's unique perspective on a vast, fascinating country in the grip

of oppressive tyranny In 1839, encouraged by his friend Balzac, Custine set out to explore Russia. His impressions turned into what is perhaps the greatest and most influential of all books about Russia under the Tsars. Rich in anecdotes as much about the court of Tsar Nicholas as the streets of St Petersburg, Custine is as brilliant writing about the Kremlin as he is about the great northern landscapes. An immediate bestseller on publication, Custine's book is also a central book for any discussion of 19th century history, as - like de Tocqueville's Democracy in America - it dramatizes far broader questions about the nature of government and society.

For Heineken, "rising Africa" is already a reality: the profits it extracts there are almost 50 per cent above the global average, and beer costs more in some African countries than it does in Europe. Heineken claims its presence boosts economic development on the continent. But is this true? Investigative journalist Olivier van Beemen has spent years seeking the answer, and his conclusion is damning: Heineken has hardly benefited Africa at all. On the contrary, there are some shocking skeletons in its African closet: tax avoidance, sexual abuse, links to genocide and other human rights violations, high-level corruption, crushing competition from indigenous brewers, and collaboration with dictators and pitiless anti-government rebels. Heineken in Africa caused a political and media furor on publication in The Netherlands, and was debated in their Parliament. It is an unmissable exposé of the havoc wreaked by a global giant seeking profit in the developing world.

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