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Novela cruel, panfleto insolente y alegato contra la manipulacion consumista, 13,99 euros se convirtio en un autentico fenomeno de masas en Francia, uno de los mayores best-sellers de los ultimos anos. Esta novela describe el maravilloso mundo de la comunicacion moderna: un mundo en el que se gastan miles de millones para despertar, entre personas que no pueden permitirselo, el deseo de comprar cosas que no necesitan. / Octave Parango is a young success in the advertising industry, one of those who decide what the public will want tomorrow. However, disgusted with the industry and its manipulations, he decides to write a book in which he exposes the hidden aspects of the advertising industry, in order to ensure that he is fired from the powerful agency for which he works. This is the starting point of the novel in which our protagonist embarks on a crazed journey through drugs, sex and violence. His style has been compared to Bret Easton Ellis and Michel Houellebecq, his inspiration for writing the authentic book about the world of advertising.

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