



Consumidores y ciudadanos (Spanish Edition)

Néstor García C.

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Consumidores y ciudadanos (Spanish Edition) Néstor García C.

"*Consumidores y ciudadanos* es un parteaguas en los estudios sobre ciudadanía y cultura. Alejándose tanto de la descalificación del consumo por su acomodación al mercado como de la celebración del receptor activo que interpreta los mensajes según sus exigencias, García Canclini desarrolla una metodología interdisciplinaria que tiene en cuenta múltiples agendas. Además, hace propuestas de políticas públicas para lograr mayor espacio ciudadano, no sólo en los medios sino en todo lo que incide material y simbólicamente en la vida cultural, desde la expansión urbana a los flujos transnacionales y multilingües de bienes y servicios. Por eso, este libro se ha convertido en los últimos años en referencia para comprender la imbricación de cultura, consumo y participación social."

George Yúdice

"La fortaleza de la escritura ensayística de Néstor García Canclini es la provocación. Su obra puede ser encuadrada disciplinariamente en el campo de la antropología, de la sociología o de la historia, pero su jugo tiene raíces literarias. El uso de datos estadísticos, cuando son puestos a bailar, son como personajes en una novela; no quieren convencer a nadie de algo, sino servir para inocular en la sangre del lector el interés y el placer por el objeto de estudio."

Silvano Santiago



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