



El nuevo lujo: Experiencias, arrogancia, autenticidad (Spanish Edition)

Yves Michaud

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La nueva cara del lujo, un sector en auge incluso en plena crisis

Institutos de belleza, safaris, cruceros y paquetes turísticos excepcionales, alta gastronomía, viajes espaciales... Incluso en tiempos de crisis, el mercado del lujo goza de una salud de hierro #un dato llamativo, incluso insolente#, pero ha adoptado, advierte el filósofo Yves Michaud, una nueva cara: no se trata ya tanto de un lujo basado en los objetos sino de un lujo de la experiencia.

A partir de sorprendentes datos y ejemplos, *El nuevo lujo* analiza este fenómeno planetario desde un punto de vista filosófico, psicológico y sociológico y con un enfoque tan inteligente como irónico. Yves Michaud da cuenta de las astutas estrategias de posicionamiento llevadas a cabo por las grandes firmas, que venden moda y glamour, y señala lo sintomático de ese frenesí contemporáneo del lujo, tras el cual hay un individuo que busca desesperadamente su identidad. El lujo es, pues, mucho más que un sector de la economía: es un paradigma de nuestra sociedad.

La crítica ha dicho...

«Yves Michaud desvela los mecanismos de una industria en plena expansión. Análisis de alta gama.»
Raphaëlle Elkrief, *Grazia*

«El autor expone con brío los resortes de la ostentación en quienes aspiran a "ser alguien".»
Nicolas Vulser, *Le Monde des Livres*

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