



La seducción de las palabras (Spanish Edition)

Álex Grijelmo

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Un recorrido por las manipulaciones del pensamiento.

Según qué palabras utilicemos así formaremos nuestro pensamiento. Desde la política, la publicidad, hasta el amor y la literatura, muchos intentan dominar los mecanismos de seducción verbal para así manipular el pensamiento ajeno.

Esta obra analiza con innumerables ejemplos cómo se manipulan hoy en día los vocablos para alterar la percepción que tenemos de la realidad, cómo se emplea su fuerza o su sutileza para engatusar a los demás.

La crítica ha dicho...

«Grijelmo es dueño del instinto de la palabra.»

Luis Mateo Díez

«Después de leer a Grijelmo, se escribe con más cuidado y con más ternura.»

El Mundo

«Una llamada a la recuperación del gusto por el lenguaje.»

El País

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