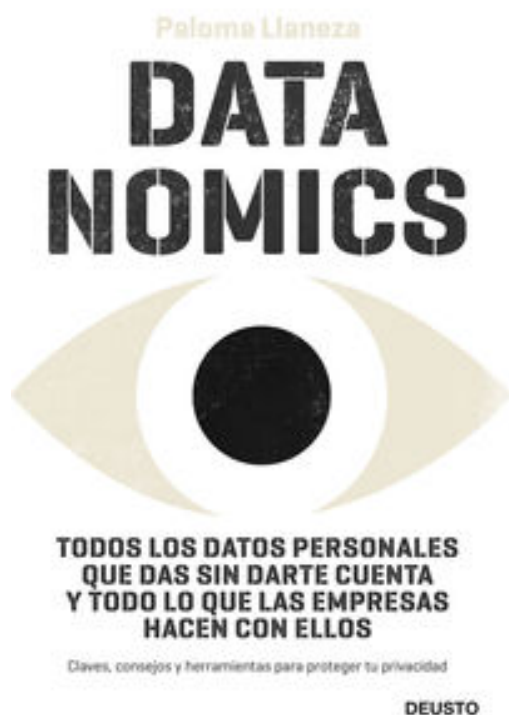


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Datanomics te mostrará, con datos, informes y hechos comprobados lo que las empresas de tecnología hacen, realmente, con tus datos personales y cómo le sacan rentabilidad mientras tú, sin apenas darle importancia, se los regalas. La autora realiza una acertada radiografía sobre cómo se recaba y se usa nuestra información personal, y de cuáles han sido las consecuencias indeseadas de estos usos.

De cómo hemos sido capaces de pasar de una economía productiva a una economía del dato, y cómo, para mantenerla, la sociedad que conocemos ha pasado a creer religiosamente que los datos son la solución y no el problema.

Ya lo decía Tim Cook: «El potencial de la tecnología se basa en la fe que la gente tiene en ella.» Una fe que se asienta en el desconocimiento total y en la desinformación. Si quieres abrir los ojos antes de que sea demasiado tarde, éste es tu libro.

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