



# Faceboom: El nuevo fenómeno de masas Facebook (Cultura digital) (Spanish Edition)

*Juan Faerman*

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# Facebook: El nuevo fenómeno de masas Facebook (Cultura digital) (Spanish Edition)

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With more than 350 million users, Facebook has become an impressive phenomenon of our time, not only for its dynamic accessibility, but also for its enormous influence that it has on our lives. This popular social network is also transforming the way that we look at the world around us. In this book, Juan Faerman reflects, in an accessible and clear manner, on the possibilities, paradoxes, contradictions, and peculiarities of Facebook. It is not a manual on how to open a Facebook account, or a brainy academic study, or a collection of anecdotes. We are embarking on an expedition with brilliance and a heavy dose of humor, to examine this omnipresent virtual entity. The observations stand out for their keenness and irony, and also for the questions that they leave pending.

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