

Historia de Sara

Sara's story



Author: [Ana Alonso y Javier Pelegrín](#) [1]

Publisher: [Oxford University Press España, S. A.](#) [2]

Language: Spanish

Year of Publication: 2015

Pages: 408

Number of editions: 5

Spanish Retail price: 14.90€

ISBN: 9788467373226

Genre: Children and Youth

SPRING

2021

Season: Year 2021

The year is 2055. Huge multinational companies dominate a globalised world and the symbols of a person's identity can be sold on the market through sophisticated advertising techniques. Education is not aimed at producing effective workers but rather perfect consumers. From a young age, boys and girls are bombarded with publicity adapted to their preferences, psychology and personal weaknesses. Dani and Sara, two teens who represent two of the major brands in the market try to regain their freedom and find their own path. To do this, however, they find themselves obliged to break the rules and challenge all those around them. This is a transmedia story that continues on the internet via the web and on real-life blogs which give this work an innovative digital dimension and broaden the reader's experience to beyond the bounds of the page.

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CIF: A78058492

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Additional information **Prizes and reviews:**

"Odio el Rosa: Historia de Julia" (I Hate Pink: Julia's story), by the same authors, won the novels belonging to a saga category of the Templis Prize which is organised by the Young Adult online magazine "EL templo de las Mil Puertas".

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