



Red in Italy (Italian Edition)

Dafne Perticarini

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Il Made in Italy è uno dei marchi più famosi al mondo. Questo vuol dire che là fuori è pieno di gente che sta comprando italiano, che ha incluso l'Italia nella lista dei Paesi da visitare prima di morire e che magari accarezza l'idea di trasferirsi a vivere nel Bel Paese.

Red in Italy è un libro di viaggio anomalo che si rivolge direttamente al consumatore straniero, chiarendo aspetti che anche noi italiani conosciamo poco. Cucina, turismo e arte sono alcuni dei settori presi in esame: in ogni capitolo stereotipi e miti sono vivisezionati, nel tentativo di capire cosa ci sia di vero in essi.

Che tu sia un patriota o un acerrimo nemico dei costumi nostrani, Red in Italy cambierà il tuo punto di vista sull'Italia.

Per intrattenere il lettore il libro è disseminato di QR code che rimandano a una canzone, un video o un sito web e che permettono di approfondire i temi trattati. Red in Italy rappresenta il primo passo verso un nuovo modo di concepire i libri di viaggio.



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