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Autore	Rowlands Mark
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Sommario/riassunto	One of the most distinctive cultural phenomena of recent years has been the rise and rise of fame. In this book, Mark Rowlands argues that our obsession with fame has transformed it. Fame was once associated with excellence or achievement in some or other field of endeavour. But today we are obsessed with something that is, in effect, quite different: fame unconnected with any discernible distinction, fame that allows a person to be famous simply for being famous. This book shows why this new fame is simultaneously fascinating and worthless. To understand this new form of fame, Rowlands mainta