



Ser malo es bueno (Ensayo social) (Spanish Edition)

Ricardo Rabella

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Ser malo es bueno es una obra que puede calificarse dentro de los cánones del ensayo, humor y autoayuda, los tres géneros a la vez, ingeniosamente entremezclados para demostrar, siguiendo el mensaje de los clásicos refranes, que no es oro todo lo que reluce y que del dicho al hecho hay un gran trecho.

Las verdades que nos han infundido como eternas dejan de serlo al descubrir una realidad que es más prosaica pero que está llena de emoción infinita y diversa.


Una sabia mezcla que nos permite, de forma práctica, dejar de vivir en un mundo de fantasía, apoyado por la educación religiosa a la que estuvimos sometidos, y reconocer que hay muchas maneras de ser bueno o malo, algunas muy sibilinas, pero que tienen un significado en la sociedad actual que debe iluminar nuestra diaria actividad.

EL AUTOR

Ricardo Rabella Bahillo nació en Barcelona, en 1936. Profesor mercantil y técnico de publicidad, cursó Ciencias Económicas en la Universidad de Barcelona, de la que ha sido profesor de Comunicación. También ha sido director de varias agencias de publicidad, así como asesor de imagen y comunicación de diferentes personalidades, entidades y partidos políticos.

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