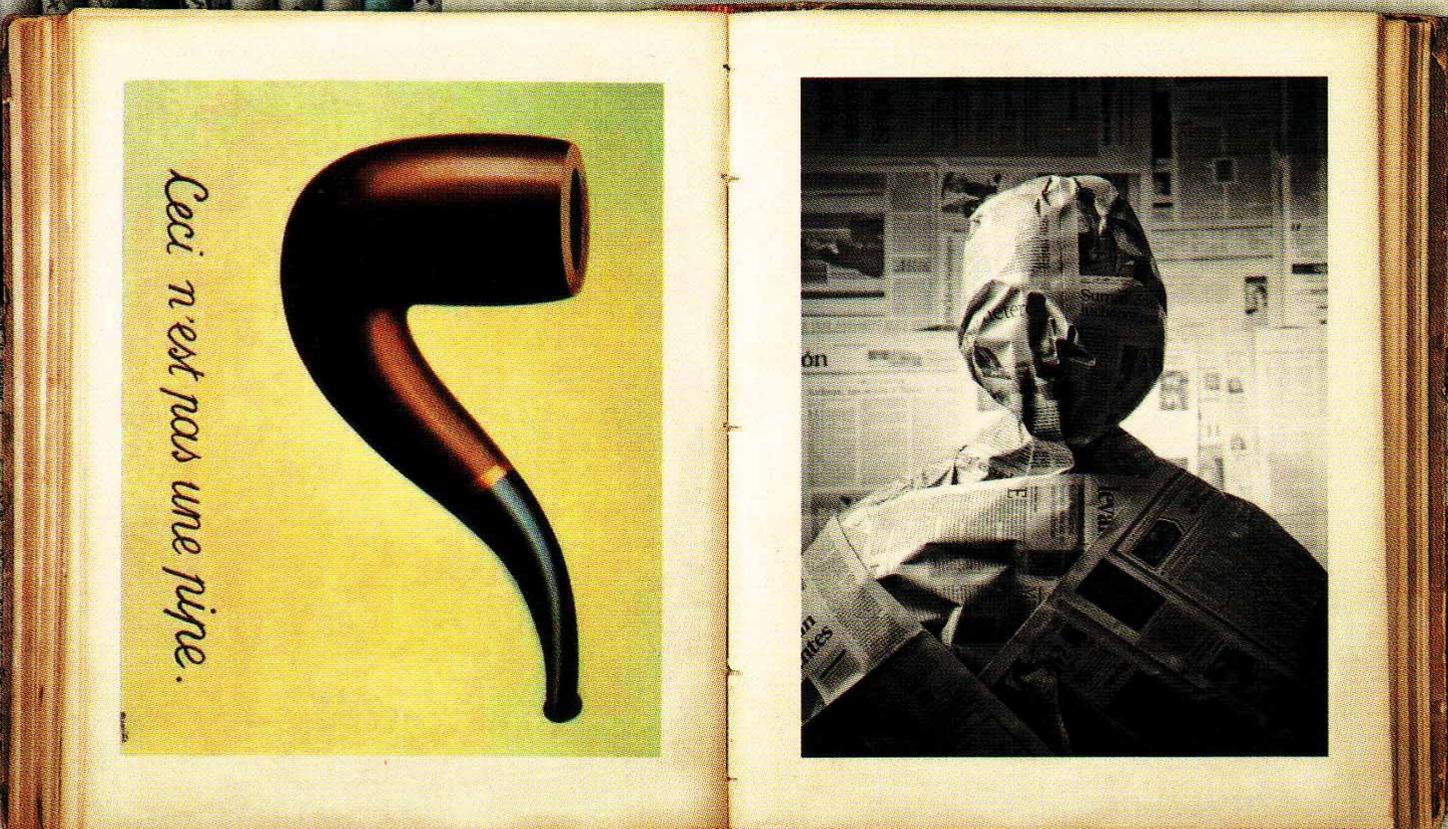


Zygmunt Bauman

ISTO NÃO É UM DIÁRIO



Ceci n'est pas une pipe.



STANDARD AND HOW WE MAKE

keep them constantly in touch with that is being made and sold, with buyers throughout the country, we employ the United States, visiting retail stores and small cities, in five country stocks of merchandise, seeing what they charge for it, learning the wants of the people in all parts of the country. By these missionaries, directed by our various buyers, and analyzed, measurements and general satisfaction, and send these goods to us from comparison, and only for the purpose of the best. From all the things that are parts of all the states in the United States, flowing into our institution, we shall have each

their good and weak points, to place where we are lacking in any way, and we are ever and better, and so we nurse this article in order that it may be at least a little better in touch with what the retailer is selling, and in a general way what he pays for his goods, and very accurate quality, checking them up, that we may do as the consumer pays for them, our goods are always at least as good, never poorer, and wherever possible better than those sold in the country and, of course, invariably offered by us at much lower prices, prices that will mean a big saving to the buyer, our customer.

IN ADDITION TO THE INFORMATION WE GATHER THROUGH OUR VARIOUS MISSIONARIES, our buyers are more or less constantly together for the purpose of exhibition, every fair, every center where merchandise is shown, and do right

OF QUALITY, HOW WE MEASURE THE COMPARISONS

been our enabled to be quoted by any firm if there is anything new, any better We shall exert every effort to still further reduce their

Resumo de Isto Não É Um Diário

Motivado pelo prazer de escrever e transmitir aos seus leitores o sentido que descobre nos acontecimentos cotidianos, o mais importante pensador social contemporâneo decidiu produzir um não diário. Com poucas reflexões pessoais, Zygmunt Bauman capta - com grande maestria - os sinais do nosso tempo quando ainda estão no nascedouro.

Os temas retratados, às vezes impostos pela leitura dos jornais, às vezes insinuados pela lembrança, dizem respeito ao momento atual: a falta de perspectiva profissional dos jovens; a impiedosa perseguição aos ciganos na França; a bolha imobiliária americana; o dilema eleitoral de Barack Obama; os desmandos institucionais na Itália de Berlusconi; o papel dos países emergentes na estratégia mundial de globalização; as propostas de regulamentação da internet; o fim do sonho americano; o significado da palavra democracia nos movimentos que levaram à Primavera Árabe - e tantos outros.

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