

Joëlle Toledano



**Reprenons
le pouvoir !**



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GAFA: Taking Back The Power!

Author: Joëlle Toledano

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Clearly and concisely, this book presents the situation of the new and emerging economic empires, and proposes original, rigorous, precise, and tenable solutions to challenge their unlimited ambitions.

In this short, educational, and well-documented essay, Joëlle Toledano explains how GAFA manages to place themselves above common law, lock out competition, and define their own rules by relying on the effectiveness of digital tools. Denouncing our delay in dealing with these sophisticated, cunning companies, she urges us to understand this new world and to regain the initiative. Joëlle Toledano, economist, is recognized in Europe as a specialist in market regulation.
