



Date : 20/09/2018

Pages : 40

Format cm : 19 x 27

Prix : 14.0

EAN : 9782372730624

## Sweet Ride

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Publisher : Les Éditions des Éléphants

Category : Children's Books

Genres : Picture Books

Keywords : Car - Money - Humor - Consumerism - Advertising

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It's the fastest, the best-looking, the favorite of all pretty girls, and it fills Jacques' dreams every night. There's just one problem: he can't afford it!

Jacques has a slow, boring car. Every day on his way to work, he worships before the Venus: the fastest, best-looking car out there... and way out of his reach. He spends whole nights dreaming of it, until one day he decides to make it his no matter the cost. He puts his nose to the grindstone and finally buys himself the dazzling Venus. But then along comes the Aphrodite: even bigger, more beautiful, better in every way. That very night, Jacques starts putting a new plan together. He wants more, always more! *Sweet Ride* mocks the distractions of our consumer society, which never stop manufacturing new needs and desires *ad absurdum*.

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