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Michela Murgia

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Michela Murgia nel gennaio 2006 viene assunta nel call center della multinazionale americana Kirby, produttrice del «mostro», l'oggetto di culto e devozione di una squadra di centinaia di telefoniste e venditori: un aspirapolvere da tremila euro, «brevettato dalla nasa». Mentre, per trenta interminabili giorni, si specializza nelle tecniche del «telemarchèting» e della persuasione occulta della casalinga ignara, l'autrice apre un blog dove riporta quel che succede nel call center: metodi motivazionali, raggiri psicologici, castighi aziendali, dando vita alla grottesca rappresentazione di un modello lavorativo a metà tra berlusconismo e Scientology. Quella della Murgia è stata una delle prime voci a raccontare il precariato in Italia, riuscendo a far riflettere, incazzare e, miracolosamente, a far ridere. Fino alle lacrime.

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