Visible-Invisible:
The Social Semiotics of Labour in Luxury Tourism

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Chapter published (2014) in:

NOTE: Due to the publishers' restrictions, we were not able to reproduce these corporate images in the print version of our chapter. For the sake of more accurate scholarly criticism and comment, however, we have made them available here in this format.
PART 1 : INVISIBLE LABOUR

¡Viva la Luxury!

SWEEPSTAKES
PART 2 : VISIBLE LABOUR
PART 3 : VISIBLE-INVISIBLE LABOUR
Conclusion

The world really does revolve around you.

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