

1. Record Nr.	UNINA9910299634803321
Titolo	Magical Capitalism : Enchantment, Spells, and Occult Practices in Contemporary Economies // edited by Brian Moeran, Timothy de Waal Malefyt
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2018
ISBN	3-319-74397-X
Edizione	[1st ed. 2018.]
Descrizione fisica	1 online resource (XVIII, 349 p.)
Disciplina	306.3
Soggetti	Culture—Economic aspects Anthropology Marketing Law and economics Economic policy Schools of economics Cultural Economics Law and Economics Economic Policy Heterodox Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Magical Capitalism: An Introduction -- 2. Magical Contracts, Numinous Capitalism -- 3. Exorcising Leverage: Sleight of Hand and the Invisible Hand in Islamic Finance -- 4. Trickster's Triumph: Donald Trump and the New Spirit of Capitalism -- 5. Fetish, Magic, Marketing -- 6 Magical Names: Glamour, Enchantment, and Illusion in Women's Fashion Magazines -- 7. The Magic of Paradox: How Advertising Ideas Transform Art into Business and the Ordinary into the Extraordinary -- 8. The Business of Inspiration: A Magical Technology of Prefiguration -- 9. The Magic Trick of Creative Capital: Competition, Confidence, and Collective Enchantment Among "Starchitects" -- 10. Anthropology as Science Fiction, or How Print Capitalism Enchanted Victorian Science -- 11. The Magic of Mass Publicity: Reading Ioan Coulia -- 12 Occult

Sommario/riassunto

This volume of essays examines the ways in which magical practices are found in different aspects of contemporary capitalist societies. From contract law to science, by way of finance, business, marketing, advertising, cultural production, and the political economy in general, each chapter argues that the kind of magic studied by anthropologists in less developed societies – shamanism, sorcery, enchantment, the occult – is not only alive and well, but flourishing in the midst of so-called ‘modernity’. Modern day magicians range from fashion designers and architects to Donald Trump and George Soros. Magical rites take place in the form of political summits, the transformation of products into brands through advertising campaigns, and the biannual fashion collections shown in New York, London, Milan and Paris. Magical language, in the form of magical spells, is used by everyone, from media to marketers and all others devoted to the art of ‘spin’. While magic may appear to be opposed to systems of rational economic thought, Moeran and Malefyt highlight the ways it may in fact be an accomplice to it.

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