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Autore	Seitz Tim
Titolo	Design Thinking and the New Spirit of Capitalism : Sociological Reflections on Innovation Culture / / by Tim Seitz
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Nota di contenuto	Chapter 1: Introduction: Design Thinking and the New Spirit of Capitalism -- Chapter 2: The Temporality of Design Thinking -- Chapter 3: the Materiality of Design Thinking -- Chapter 4: Design Thinking and the New Spirit of Capitalism -- Conclusion.
Sommario/riassunto	An ethnographic study on Design Thinking, this book offers profound insights into the popular innovation method, centrally exploring how design thinking's practice relates to the vast promises surrounding it. Through a close study of a Berlin-based innovation agency, Tim Seitz finds both mundane knowledge practices and promises of transformation. He unpacks the relationships between these discourses and practices and undertakes an exploratory movement that leads him

from practice theory to pragmatism. In the course of this movement, Seitz makes design thinking understandable as a phenomenon of what Boltanski and Chiapello described as the "new spirit of capitalism"-that is, an ideological structure that incorporates criticism and therefore strengthens capitalism.

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