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Sommario/riassunto	Taking as his starting point the 1999 biopic Man on the Moon, Florian Keller explores Andy Kaufman's career within a broader discussion of the ideology of the American Dream, grasping Kaufman's radical agenda beyond avant-garde theories of transgression. Presenting readings of Kaufman's most significant performances, Keller shows how he mounted a critique of America's obsession with celebrity and individualism.