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Sommario/riassunto	Paul du Gay shows how the capacities and predispositions required of consumers and those required of employees are increasingly difficult to distinguish. Both consumers and employees are represented as autonomous, responsible, calculating individuals. They are constituted as such in the language of consumer cultures and the all-pervasive discourses of enterprise whereby persons are required to be entrepreneurs of the self, at work, at play and in all aspects of their

lives.
