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Sommario/riassunto	This book represents a distinctive approach to cultural analysis, using multi-dimensional methods for addressing issues of public interest. Various case studies are analyzed with regard to the dialectic of production and consumption in cultural circulation and situated in relation to major issues of social change. The book stresses the impact of neoliberalism throughout the world since the 1970s and the formation of a cool-capitalist culture that has colonized everyday life around much of the globe.