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Sommario/riassunto

Paradoxes of Individualization addresses one of the most hotly debated issues in contemporary sociology: whether a process of individualization is liberating selves from society so as to make them the authors of their personal biographies. The book adopts a cultural-sociological approach that firmly rejects such a notion of individualization as naive. The process is instead conceptualized as an increasing social significance of moral notions of individual liberty, personal authenticity and cultural tolerance, which informs two paradoxes. Firstly, chapters about consumer behavior, computer gami