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Nota di contenuto	List of figures -- List of tables -- Acknowledgments -- 1. Digging up the world: introduction -- Part I: Conceptual groundwork: 2. Invited invaders? the market society and discourse -- 3. In praise of doubt: the theoretical framework -- Part II: Applications: 4. Delivering government: marketisation in public-sector administration -- 5. Learn how to make money: marketisation in higher education -- 6. Shop 'n' pray: marketisation in religion -- 7. How YOU are like shampoo: marketisation in the personal sphere -- Part III: Perspectives: 8. Picking holes: critiquing the critical approach -- 9. From lament to agenda: critical resistance to marketisation -- 10. Saving the frog from boiling: concluding remarks -- Notes -- Bibliography -- Index.

