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Autore	Cremin Colin
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Nota di contenuto	Cover -- Contents -- Acknowledgements -- 1. Introduction -- 2. Naked economy -- The Stupid ID -- The Postmodern Spirit -- Immaterial Capitalism -- End-Capitalism -- Conclusion -- 3. Naked enterprise -- Enterprise -- Ethics -- Enjoyment -- Conclusion -- 4. Naked ethics -- Ethics -- Enterprise -- Enjoyment -- Conclusion -- 5. Naked enjoyment -- Enjoyment -- Enterprise -- Ethics -- Conclusion -- 6. Naked ecology -- You Can't Stop the Dancing Chicken -- Carbon Zero -- (M)Other Earth -- The Elephant in the Room -- Earth Second! -- Conclusion -- 7. Conclusion -- Notes -- Bibliography -- index.