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Nota di contenuto	1. Introduction -- 2. The Great Alienation -- 3. Techno-Capitalist Determinism -- 4. A Happy Self-Alienation -- 5. Narcissus, Pygmalion, and Prometheus -- 6. The Internet of Things and the Internet of Human Beings -- 7. From Guy Debord to Pulsive Integrated Techno-Capitalism -- 8. Well Masked Alienation (I) -- 9. Well Masked Alienation (II) -- 10. The Nomos of Techno-Capitalism and the Diseases of Humanity. .
Sommario/riassunto	In this book, translated into English for the first time, Lelio Demichelis takes on a modern perspective of the concept/process of alienation. This concept-much more profound and widespread today than first described and denounced by Marx-has largely been forgotten and erased. Using the characters of Narcissus, Pygmalion and Prometheus,

the author reinterprets and updates Marx, Nietzsche, Anders, Foucault and, in particular, critical theory and the Frankfurt School views on an administered society (where everything is automated and engineered, manifest today in algorithms, AI, machine learning and social networking) showing that, in a world where old and new forms of alienation come together, man is increasingly led to delegate (i.e. alienate) sovereignty, freedom, responsibility and the awareness of being alive. Lelio Demichelis is Professor of Economic Sociology at Insubria University, Italy. .
