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Nota di contenuto	Sex for sale: entrepreneurial and consumerist freedom -- The hooking economy: entrepreneurial choice and commercial sex in the liberalizing economy -- Hierarchy and geography: class and national identity in sex consumption -- The real and the true: governing by choice and coercion -- The rise of the empirical and the case of medical expertise: a genealogy of governance -- Governing passion: consumers' choice and the production of a differentiated citizenry in public medicine -- Who you truly are: coercion, culture, and the global imaginary in the governmental rehabilitation of sex workers -- What kind of power? specialization of intervention and coexisting modes of governance -- To the real: ideology and cultural production -- From Antigone to the kneeling woman: a genealogy of the real from socialism to the preparation for marketization -- Love in the time of neoliberalism: ideology and the new social realism in popular culture.