

1. Record Nr.	UNINA9910783807603321
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Titolo	New economy, new myth // Jean Gadrey
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2003
ISBN	1-134-41814-0 1-134-41815-9 0-429-23003-6 0-415-30142-4 0-203-22275-X 1-280-07018-8
Descrizione fisica	1 online resource (163 p.)
Collana	Contemporary political economy series ; ; 9
Disciplina	330.122
Soggetti	Economic development Economics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Translation of: Nouvelle conomie, nouveau mythe.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Book Cover; Title; Contents; Preface to the English-language edition; Acknowledgements; Introduction; The new economy: back to the roots; Beyond the limits of maximum growth?; New technologies, new growth?; The new employment: services and flexibility; Market diversity and regulation; The limits of the market; New modes of governance for firms and financial markets; Conclusion; Postface: what is left of the 'new economy'?; Notes; Bibliography; Index
Sommario/riassunto	The 'new economy' has been criticised greatly of late, and after the speculation and hype that surrounded the internet bubble, this is hardly surprising. This book, first published in French and updated here, however treats the 'new economy' as a discourse - one that is often misleading. In order to understand what happened during the internet bubble and the fuss that surrounded it, a central element - intellectual speculation - needs to be understood. New Economy, New Myth treats this speculation as a form of 'ultra-free-market' thinking. According to this line of thought, the intern