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Sommario/riassunto	In her latest book, Dr. Louise Kaplan, author of the groundbreaking <i>Female Perversions</i> , explores the fetishism strategy, a psychological defense that aims to tame, subdue, and if necessary, murder human vitalities. Through an exploration of such cultural phenomena as footbinding, reality television, and the construction of robots, Kaplan demonstrates how, in a technology-driven world, an understanding of the fetishism strategy can help to preserve the human dialogue that is the basis of all human relationships. Kaplan writes from the heart as well as from the intellect.