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Collana	Culture, representation and identities
Altri autori (Persone)	Du GayPaul PrykeMichael <1955->
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Contents; Notes on Contributors; Acknowledgements; Cultural economy: an introduction; Chapter 1 - Economics as interference; Chapter 2 - Symbolic economies: The 'culturalization' of economic knowledge; Chapter 3 - Capturing markets from the economists; Chapter 4 - Work ethics, soft capitalism and the 'turn of life'; Chapter 5 - From Holloway toHollywood: Happiness at work in the new cultural economy?; Chapter 6 - Identities and industries: The Cultural formation of aesthetic economies; Chapter 7 - Re-imaging the ad agency: The cultural connotations of economic forms Chapter 8 - Advertising, persuasion and the culture/economy dualismChapter 9 - The unintended political economy; Chapter 10 - Production, consumption and 'cultural economy'; Chapter 11 - Performing cultures in the new economy; Index
Sommario/riassunto	As terms like corporate culture, knowledge economy and market culture pass into the mainstream language, the contributors to this

study explore the manner in which markets and organisations are represented in today's society.

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