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Autore	Swader Christopher
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Nota di contenuto	The Capitalist Personality Face-to-Face Sociality and Economic Change in the Post-Communist World; Copyright; Contents; List of Figures; List of Tables; Permissions; Preface; 1 Introduction; 2 Becoming Homo-Economicus; 3 "The Wall in the Head": Mechanisms of De-socialization; 4 The Chinese, Russian, and Eastern German Contexts: Social Values and Economic Change; 5 Individualism, Ambition, and Work; 6 "Get Rich First!": Materialism and Consumerism; 7 Family Relationships and Friendship; 8 Morality, Religion, and Politics; 9 The Wild West? 10 Discussion: Ambivalent Individualization and Capitalist Culture Appendix A: Methods; Appendix B: T-test Results; Appendix C: Results on Social Values and Gender; Notes; Bibliography; Index
Sommario/riassunto	Modern capitalism favors values that undermine our face-to-face bonds with friends and family members. Focusing on the post-communist world, and comparing it to more "developed" societies, this book reveals the mixed effects of capitalist culture on interpersonal relationships. While most observers blame the egoism

and asocial behavior found in new free-market societies on their communist pasts, this work shows how relationships are also threatened by the profit orientations and personal ambition unleashed by economic development. Successful people in societies as diverse as China, Russia
