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Sommario/riassunto	In this perceptive analysis, Dana Cloud traces the replacement of social and political activism by the pursuit of personal, psychological change. She identifies the new movement as the 'rhetoric of therapy', where a persuasive cultural discourse that applies concepts such as coping and

adapting replaces active attempts to reform flawed systems of social and political power. Cloud focuses on the therapeutic discourse that emerged after the Vietnam War and links its rise to specific political and economic interests.
