

1.	Record Nr.	UNISANNIOMIL0697359
	Autore	Gad, Thomas
	Titolo	4-D branding : cracking the corporate code of the network economy / Thomas Gad ; with a foreword by Richard Branson
	ISBN	0273653687
	Descrizione fisica	London : Financial Times Prentice Hall, 2001. - 183 p. : ill. ; 25 cm.
	Disciplina	658.8
	Soggetti	Marchi di fabbrica e di commercio
	Collocazione	POZZO LIB.ECON MON 55
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2.	Record Nr.	UNINA9910799497603321
	Autore	Chekhonadskikh Mariia
	Titolo	Alexander Bogdanov and the Politics of Knowledge after the October Revolution // by Maria Chehonadskih
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
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	Collana	Marx, Engels, and Marxisms, , 2524-7131
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Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. Strategic Unity of Marxism and Empiricism -- 3. The Science of Organisation -- 4. Proletarian Monism -- 5. Structures Take to the Streets -- 6. The Encyclopaedia of Poor Life in Platonov's Proletarian Literature. .
Sommario/riassunto	<p>In this book, Maria Chehonadskih unsettles established narratives about the formation of a revolutionary canon after the October Revolution. Displacing the centre of gravity from dialectical materialism to the rapid dissemination, canonisation and decline of a striking convergence of empiricism and Marxism, she explores how this tendency, overshadowed by official historiography, establishes a new attitude to modernity and progress, nature and environment, agency and subjectivity, party and class, knowledge and power. The book traces the adventure of the synthesis of empiricism and Marxism across philosophy, science, politics, art and literature from the 1890s to the 1930s, offering a radical rethinking of the true scope and scale that the main proponent of Empirio-Marxism, Alexander Bogdanov, had on the post-revolutionary socialist legacies. Chehonadskih draws on both key and forgotten figures and movements, such as Proletkult, Productivism and Constructivism, filling a gap in the literature that will be particularly significant for Marxism, continental philosophy, art theory and Slavic studies specialists.</p>