

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
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910799497603321
Autore	Chekhonadskikh Maria
Titolo	Alexander Bogdanov and the Politics of Knowledge after the October Revolution / / by Maria Chehonadskikh
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2023
ISBN	9783031402395 3031402391
Edizione	[1st ed. 2023.]
Descrizione fisica	1 online resource (282 pages)
Collana	Marx, Engels, and Marxisms, , 2524-7131
Disciplina	355.411
Soggetti	Knowledge, Theory of Russia - History Europe, Eastern - History Soviet Union - History Marxian economics Epistemology Russian, Soviet, and East European History Marxist Economics
Lingua di pubblicazione	Inglese

Formato	Materiale a stampa
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>