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Nota di contenuto	Front matter -- Contents -- Acknowledgments -- List of Abbreviations for Frequently Cited Works -- Definitions and Introductions -- 1 John Locke on Clarity -- 2 Adam Smith on Probity -- 3 Hugh Blair on Moderation -- 4 Herbert Spencer on Economy -- Conclusions and Provocations -- Notes -- Bibliography -- Index
Sommario/riassunto	"Focuses on the writings of John Locke, Adam Smith, Hugh Blair, and Herbert Spencer to explore how the discipline of rhetoric connected the economics and ethics of capitalism from the British Enlightenment through the nineteenth century"--Provided by publisher.