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Nota di bibliografia	Includes bibliographical references (p. [172]-188) and indexes.
Nota di contenuto	Book Cover; Title; Contents; List of figures and tables; Acknowledgements; Introduction: Signs must burn!; Bar games; The table of conversions; Bar gains: neither Saussure nor Lacan; Simulation and semiosis; The metaphysics of the referent; The model of simulation as a condensed history of modern semiotic debate on the referent; A Peircean turn; Deleuze and Guattari in the polysemiotic field; A Peircean return; Varieties of symbolic exchange; Juste pour rire; Anagrammatic dispersion; Lyotard and the primitive hippies; The weak and the dead; Hostage anti-value; Pataphysical gestures Empty signs and extravagant objects Salt, sand and simulation; Exotes like us; Wily props and vengeful objects; Conclusion: Signs of Baudrillard; Notes; Bibliography; Name index; Subject index
Sommario/riassunto	This book relates Baudrillard's work to contemporary social r4248y. The author traces the connections between Baudrillard's work and Marx and Marxism; Lefebvre and structuralist method; the works of Saussure, Bataille, Barthes, Foucault, Mauss, Peirce, McLuhan and the Prague School. The result is an authoritative and stimulating account of Baudrillard and modern social theory.

