Record Nr. UNINA9910828922903321 Autore Swader Christopher **Titolo** The capitalist personality: face-to-face sociality and economic change in the post-communist world / / Christopher S. Swader New York;; London:,: Routledge,, 2013 Pubbl/distr/stampa **ISBN** 1-135-10067-5 1-283-94179-1 0-203-07271-5 1-135-10068-3 Descrizione fisica 1 online resource (259 p.) Collana Routledge advances in sociology;; 86 306 Disciplina Soggetti Post-communism - Social aspects Social values - Former communist countries Capitalism - Social aspects - Former communist countries Former communist countries Social conditions Former communist countries Economic conditions Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. The Capitalist Personality Face-to-Face Sociality and Economic Change Nota di contenuto in the Post-Communist World; Copyright; Contents; List of Figures; List of Tables; Permissions; Preface; 1 Introduction; 2 Becoming Homo-Economicus; 3 "The Wall in the Head": Mechanisms of De-socialization; 4 The Chinese, Russian, and Eastern German Contexts: Social Values and Economic Change; 5 Individualism, Ambition, and Work; 6 "Get Rich First!": Materialism and Consumerism; 7 Family Relationships and Friendship; 8 Morality, Religion, and Politics; 9 The Wild West? 10 Discussion: Ambivalent Individualization and Capitalist CultureAppendix A: Methods; Appendix B: T-test Results; Appendix C: Results on Social Values and Gender; Notes; Bibliography; Index Sommario/riassunto Modern capitalism favors values that undermine our face-to-face bonds with friends and family members. Focusing on the postcommunist world, and comparing it to more ""developed"" societies. this book reveals the mixed effects of capitalist culture on interpersonal relationships. While most observers blame the egoism

and asocial behavior found in new free-market societies on their communist pasts, this work shows how relationships are also threatened by the profit orientations and personal ambition unleashed by economic development. Successful people in societies as diverse as China, Russia