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Sommario/riassunto	This book explores the concept of 'emotional capitalism' as introduced by sociologist and philosopher Eva Illouz. It examines the increasing presence of emotions in various aspects of contemporary society, including work, consumption, and media, and analyzes how these emotional dynamics are intertwined with economic strategies. The book investigates the cultural shift towards emotional expression and its implications for social and economic structures. It also discusses the gendered and class-based dimensions of emotional capitalism, as well as the broader socio-cultural effects of this phenomenon. Aimed at academics and students in sociology, philosophy, and cultural studies, the work provides a critical perspective on the commodification of emotions and its role in modern capitalist economies.