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Sommario/riassunto	Knowledge work is now the reigning business paradigm and affects even the world of higher education. But what perspective can the knowledge of the humanities and arts contribute to a world of knowledge work whose primary mission is business? And what is the

role of information technology as both the servant of the knowledge economy and the medium of a new technological cool? In *The Laws of Cool*, Alan Liu reflects on these questions as he considers the emergence of new information technologies and their profound influence on the forms and practices of knowledge.
