



Persone finte: Paradossi dell'individualismo e soggetti collettivi (Saggi) (Italian Edition)

Gian Primo Cella

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Individualismi di ogni tipo imperversano oggi sulla scena sia pubblica sia privata, mentre vecchi soggetti collettivi, come partiti e sindacati, che hanno accompagnato l'era della società industriale sembrano entrati in una fase di declino. Contemporaneamente il mercato globale si afferma come suprema forma di regolazione e di controllo dei conflitti e delle aspirazioni. In questo contesto, gli attori e i soggetti collettivi, le "persone finte", non scompaiono, si trasformano e generano paradossi: sono proprio i nuovi soggetti collettivi, infatti, come le grandi imprese multinazionali dell'informatica e della comunicazione, a promuovere ed esaltare pratiche e culture individualiste. Il libro ci consente di scoprire la vera natura di queste "persone finte", rivelandone tutta la portata politica.

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