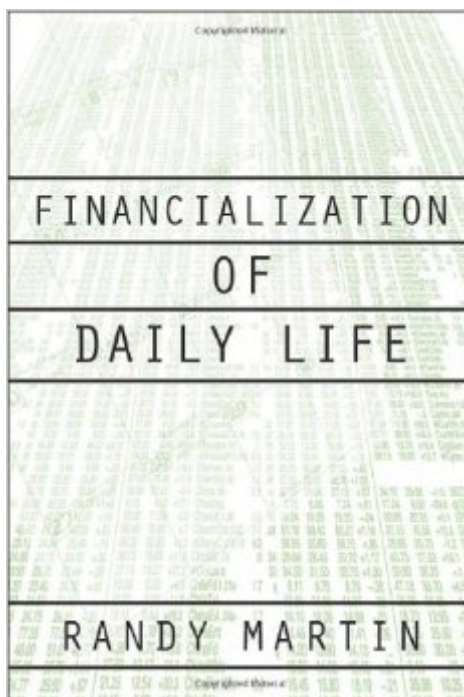


The book was found

Financialization Of Daily Life (Labor In Crisis)



Synopsis

While trillions of dollars came and went in the stock market boom of the 1990s, the image of every man and woman a CEO may turn out to be the era's lasting legacy. This work looks at how this transformation occurred, and how it is just now becoming a significant, and troubling, aspect of our political and cultural life. It takes us through all of the aspects of our financialization. It examines how the shift in economic life arose not only from changes in culture, but also from new policy priorities that emphasize controlling inflation over promoting growth. It offers a reading of self-help literature that teaches parents how to rear financially literate children and to instruct adults in the fundamentals of fiscal management. The text examines just what a society that treats financial investment as a national past time really looks like, and how that society is transforming the world.

Book Information

Series: Labor In Crisis

Paperback: 240 pages

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Product Dimensions: 5.5 x 0.6 x 8.2 inches

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Average Customer Review: 3.5 out of 5 stars [See all reviews](#) (2 customer reviews)

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Customer Reviews

This is an important book. Its thesis, that daily life has been colonised by financial circuits of capital, is an important one to explore. The book is accessible to a wider readership.

The book basically explains how economic-political ("ecopolinomic") attempts by the big financial businesses (global banks and other financial institutions) to get more people to part with their money (borrowed from or stored with banks). I give it 3 out of 5 stars for the following reasons: Although enlightening, the author fills too many pages trying to sound smart with sound bytes. His style and vocabulary is also not suited to the general reader, for one needs a dictionary on hand for unusual

words on about every 2nd page. Pity, because the topic needs not appear sophisticated to be informative or to appear profound.

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