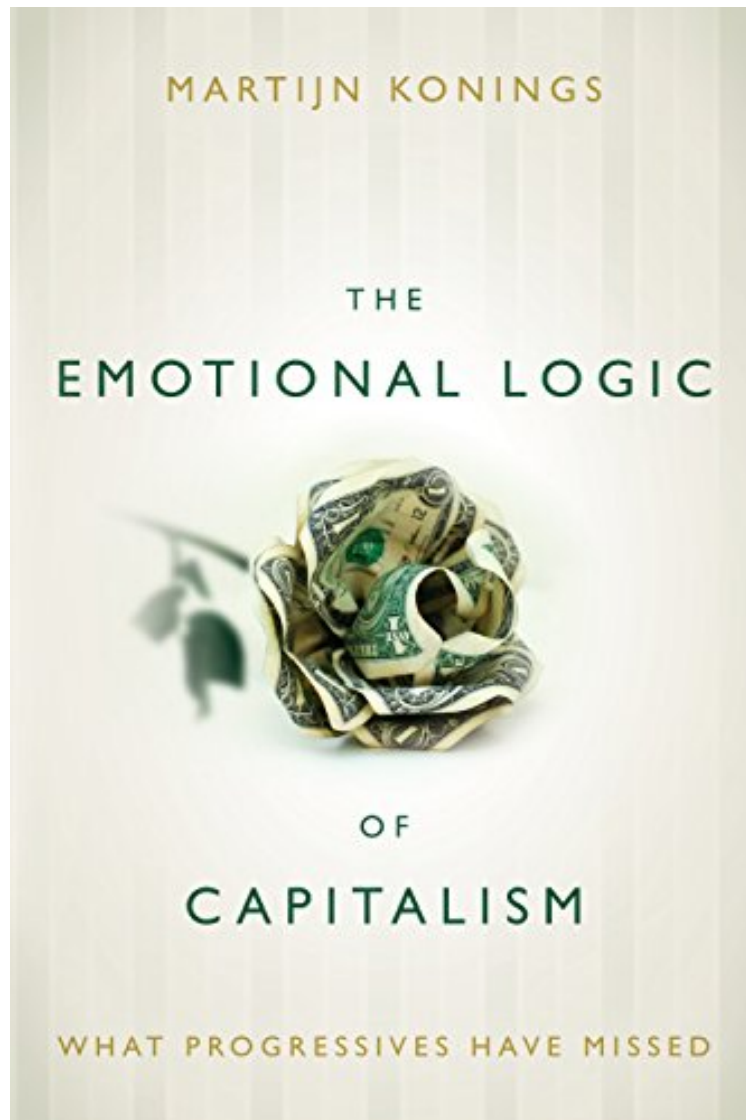


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# The Emotional Logic of Capitalism: What Progressives Have Missed

*Martijn Konings*

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**Martijn Konings : The Emotional Logic of Capitalism: What Progressives Have Missed** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Emotional Logic of Capitalism: What Progressives Have Missed:

3 of 3 people found the following review helpful. Keep on reading, it's worth it!!By CustomerA fresh critique of capitalism and a thoughtful critical assessment of the most simplistic and popular (though elitist) critiques of capitalism. The first half of the book is heavily theoretical, something that could discourage people from reading until the end, but the second half is much more readable. In case you're not into academic jargon, as long as you read enough of the first half to get familiar with some of central concepts such as "icon" or "iconoclasm" you'll be fine from

chapter 5 on, as he gets into a more historical yet theoretically profound reflection on the affective component of capitalist framework.<sup>0</sup> of 1 people found the following review helpful. Money is the master attachment and fantasy  
By MantisDolphin I guess what's sad about Konings' conclusions is that most people desire money, and the dreams of money, more than they desire anything or anyone else. Much of our cultural mythology is set-up to hide this basic, cynical truth.<sup>3</sup> of 8 people found the following review helpful. Academic speak  
By doug korty The author may well be correct in his argument but the book is written in such an extremely overly intellectual and academic style that it is basically unreadable. This is, unfortunately, a common problem with academics who write for each other. I wish I could write a substantive review but I find the book impossible to understand. It is not written for an intelligent reader who doesn't indulge in academic speak. Better books and other information on political economy can be found here: [mwir-economicimprovements.blogspot.com/Midwest Independent Research](http://mwir-economicimprovements.blogspot.com/Midwest Independent Research)

The capitalist market, progressives bemoan, is a cold monster: it disrupts social bonds, erodes emotional attachments, and imposes an abstract utilitarian rationality. But what if such hallowed critiques are completely misleading? This book argues that the production of new sources of faith and enchantment is crucial to the dynamics of the capitalist economy. Distinctively secular patterns of attraction and attachment give modern institutions a binding force that was not available to more traditional forms of rule. Elaborating his alternative approach through an engagement with the semiotics of money and the genealogy of economy, Martijn Konings uncovers capitalism's emotional and theological content in order to understand the paradoxical sources of cohesion and legitimacy that it commands. In developing this perspective, he draws on pragmatist thought to rework and revitalize the Marxist critique of capitalism.

"A unique and original rethinking of the conceptual and affective armature of economy, both in its emergence as a distinct domain of social life and object of analysis over the past century and in its new salience under the sign of neoliberalism." (Randy Martin New York University)"In *The Emotional Logic of Capitalism: What Progressives Have Missed*, Martijn Konings reframes Marx's observations about money, calling on semiotics as well as political economy to make his case. Konings provides a thoughtful intellectual history to justify his framework, and he arrives at several refreshingly counterintuitive conclusions . . . Konings makes a compelling argument that markets are productive in social, cultural, and political as well as economic realms, and that both Marxist and neoclassical economists miss the full richness of these intertwined processes." (Edward F. Fischer *European Journal of Sociology*)"This extraordinarily incisive and provocative book goes a long way toward explaining the tenacious grip of money on the American moral imagination." (Eugene McCarragher Villanova University)"In his timely new book, *The Emotional Logic of Capitalism: What Progressives Have Missed*, Martijn Konings launches a sophisticated critique of the various disembodied, externalist understandings of capitalism associated with strands of American progressivism, generally rooted in the approach most forcefully developed by Karl Polanyi . . . Konings' analysis of capitalism is profound. It is original, sophisticated, and at its best, convincing." (Bryant William Sculos *Marx and Philosophy of Books*)"I found the book to be a compelling and thought-provoking read. The writing is conceptually dense, yet concise and clear." (Erin B. Taylor *Journal of Cultural Economy*)"[I]t is clear that there are many opportunities for Konings' arguments to make a significant contribution to our empirical understanding of the performative construction of the economy. His book serves to remind those of us interested in the organization of markets and the economy of the extraordinary power of signs ndash; of icons ndash; and encourage us earthbound ANTs to look occasionally to the heavens." (Philip Roscoe *Ephemera: Theory Politics in Organization*)"[T]he discussion of the sadomasochistic rituals of earning, saving, and consuming as constituting the construction of wounded attachments of the individual to money and the role of these rituals in supporting the neoliberal order, both on affective and moral levels, is a pregnant insight into the deep human psychology that perpetuates the capitalistic status quo...there is much to recommend this book. It is no doubt a substantial contribution to discussions about how and why people are emotionally attached to capitalist culture." (David M. Kutzik *Contemporary Sociology*)"This book explores previously uncharted territory in which a very cultural system reinforces the market. The author's concern goes well beyond advertising, the media, or crass consumerism to suggest the existence of market icons, which like religious icons, bring a sense of important matters that go well beyond everyday life . . . Recommended." (M. Perelman CHOICE)About the AuthorMartijn Konings is Senior Lecturer and Australian Research Council DECRA Fellow in the Department of Political Economy at the University of Sydney.