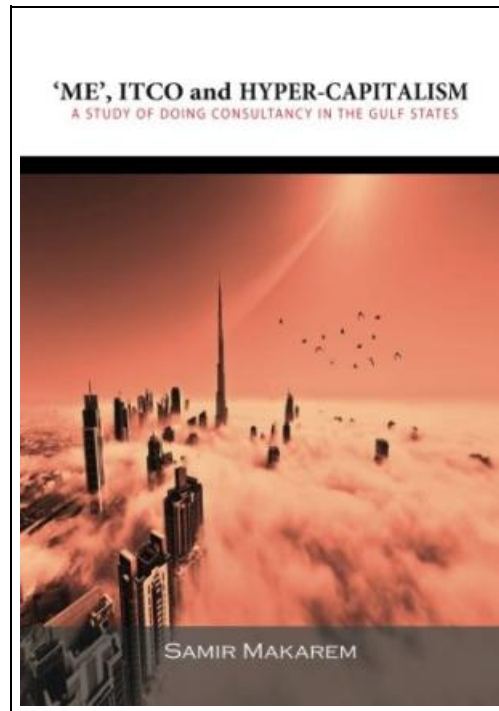


Me , Itco Hyper-Capitalism



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Reviews

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ME , ITCO HYPER-CAPITALISM



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Createspace, United States, 2014. Paperback. Book Condition: New. 244 x 170 mm. Language: English . Brand New Book ***** Print on Demand *****. Me , ITCO and Hyper-capitalism is a book about responsibility and organization in hyper-capitalism. Hyper-capitalism is characterized by excess; that is, the absence of scarcity. The research takes place in the United Arab Emirates, located in the Middle East where oil revenues are almost unlimited; all other economic activities remain secondary. The book explores the relationship between formal and substantive economics. It is a story of a hyper-stratified society, where every class and group is assigned a place on the social ladder, which is meant to be immobile. It is a sort of like Disneyland --- that is, it is artificial, planned, regimented and defined by its appearances. Wealth is generated and consumed on a scale unheard of elsewhere. The ethnography describes what happens to a (quasi) modernist organization when the capitalist constraints are withdrawn. ITCO was in some trouble and several consulting interventions were implemented to improve matters. The ethnography reveals a dominant work culture of guile and stuck-ness ; a lack of change or business development. ITCO flourished for more than ten years, declaring profits to its shareholders year after year. ITCO was doing business without scarcity. In the hyper-capitalism mirror of the UAE many certainties of business studies falter. Is this the exception that (dis-)proves the rule? Does ITCO point to our economic future or is it a freak? Is hypercapitalism inherently dead and/or deadening? Through the lens of Mead s social interactionism, the analysis reveals the identities in ITCO via psychological anthropology; how identity is socially constructed in interrelationships. Applying Bourdieu s theories and concepts the analysis attempts to reveal the stuck-ness and whether ITCO s actants are (or are not) represented in...



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