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Man~~

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Herb Gintis: *Homo*  
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Economicus Is Wrong

What is the Difference  
Between Homo  
Oeconomicus,

Traditionalis, Narrans,  
and Ludens? Homo

Economicus and Homo

Utopicus: A Synthesis

Introduction of Homo  
economicus

The Death Of Homo  
Economicus

'The Death of Homo  
Economicus' explores

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the origin of this  
oppressive myth, in  
order to destroy it. The  
story begins with the  
creation of a fake  
persona labelled the  
dollar-hunting man,  
invented by economists  
Adam Smith and  
Friedrich Hayek.

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The Death of Homo  
Economicus: Work,  
*Page 10/60*

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Debt and the Myth of ...

In the world of Peter  
Fleming's book *The  
Death of Homo*

*Economicus*, we drown  
in debt and are crushed  
by work. Everyone has  
student loans, credit  
card debt, or payday  
lenders on their heels.

Trapped by these  
obligations, most of us  
have no choice but to  
work until we die at our

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desks, or snap, and go  
on the lam.

Economicus

Work Debt And

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The Death of Homo  
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Economicus explores  
the origin of this  
oppressive myth, in  
order to destroy it. The  
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Friedrich Hayek.

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The Death of Homo  
Economicus: Work,  
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Yet the nicest thing  
about his book is its  
avoidance of despair: it  
is often hilariously

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angry, but the stylish expression of outrage can itself be a positive and optimistic act. • The Death of...

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The Death of Homo Economicus review – why does capitalism ...  
The Death of Homo Economicus explores the origin of this oppressive myth, in

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order to destroy it. The story begins with the creation of a fake persona labelled the 'dollar-hunting man', invented by economists Adam Smith and Friedrich Hayek.

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The Death of Homo  
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The Death of Homo  
*Page 15/60*

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Economicus, a new book by Professor Peter Fleming, Cass Business School, explores the origin of this oppressive myth, in order to destroy it. The story begins with the creation of a fake persona labelled the ‘dollar-hunting man’, invented by economists Adam Smith and Friedrich Hayek.



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(Audio Download):

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The Death of Homo  
Economicus Free

Summary by Peter  
Fleming

Or perhaps, as Peter Fleming argues, Homo economicus does not actually exist at all. In *The Death of Homo Economicus*, Fleming presents this controversial claim with the same fierce logic

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and perception that launched his Guardian column into popularity. Fleming argues that as an invented model of a human being, Homo economicus is, in reality, a tool used by economists and capitalists to manage our social world through the state, business, and even family.

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Economicus, a new  
book by Professor Peter  
Fleming, Cass Business  
School, explores the  
origin of this oppressive  
myth, in order to destroy  
it. The story begins with  
the creation of a fake  
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‘dollar-hunting man’,  
invented by economists  
Adam Smith and  
Friedrich Hayek.

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VIDEO: Peter Fleming  
introduces ‘The Death  
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short video, Peter Fleming, author of *The Death of Homo Economicus* (Pluto, 2017), answers the questions ‘who was homo economicus?’ and ‘how does its ghost continue to haunt us today? ...

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VIDEO: Peter Fleming introduces ‘The Death

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of Homo Economicus'

In this short video, Peter Fleming, author of 'The Death of Homo

Economicus' (Pluto,

2017), answers the

questions 'who was

homo economicus?' and

'how does it...

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Peter Fleming | Who  
was homo economicus?

| Introducing ...

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The term homo economicus, or economic man, is the portrayal of humans as agents who are consistently rational, narrowly self-interested, and who pursue their subjectively-defined ends optimally. It is a word play on Homo sapiens, used in some economic theories and in pedagogy.. In game

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theory, homo

economicus is often  
modelled through the  
assumption of perfect  
rationality.

## Endless

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Homo economicus -  
Wikipedia

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Fleming argues that as  
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economists and  
capitalists to manage  
our social world through  
the state, business, and

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The Death of Homo  
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The Death of Homo  
Economicus The model  
of rational economic  
man as the fundamental  
unit of the economy has  
been the basis for  
economic models for  
more than a century.

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Now homo economicus is facing new criticism as we question assumptions of self-interested rationality and consider its consequences for the subject of economics, public policy and society overall.

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King Street Economics  
– An economics blog by  
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students of ...  
In *The Death of Homo Economicus*, Fleming presents this controversial claim with the same fierce logic and perception that launched his *Guardian* column into popularity. Fleming argues that as an invented model of a human being, Homo economicus is, in reality, a tool used by

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capitalists to manage  
our social world through  
the state, business, and  
even family.

# Endless Aculation

In today's workplaces  
we work harder and  
longer, labouring under  
the illusion that this will  
bring us more wealth.

As this myth becomes



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increasingly preposterous, it's time to understand why we believe in it, and where it came from. The Death of Homo Economicus explores the origin of this oppressive myth, in order to destroy it. The story begins with the creation of a fake persona labelled the 'dollar-hunting man', invented by economists

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Adam Smith and Friedrich Hayek. Today, this persona, driven by competition and ego, is used by politicians and managers to draw a veil over the terrible reality of work under capitalism. Creeping into all aspects of life, the desire to constantly compete and accumulate must be resisted if we are to create a better

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way of life for all.

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Aculation  
A sharp analysis of the  
nature of work under  
late capitalism,  
revealing the dark side  
of aspiration and utility.

In today's workplaces  
we work harder and  
longer, labouring under  
the illusion that this will  
bring us more wealth.  
As this myth becomes

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way of life for all.

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There was once a time when 'work' was inextricably linked to survival and self-preservation; where the farmer ploughed the land so their family could eat. But the sun has long since set on this idyllic tableau, and what was once an integral part of life has

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slowly morphed into a painful and meaningless ritual, colonising almost every part of our lives - endless and inescapable.

In *The Mythology of Work*, Peter Fleming examines how

neoliberal society uses the ritual of work (and the threat of its denial) to maintain the late capitalist class order. As our society is

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transformed into a factory that never sleeps, work becomes a universal reference point for everything else, devoid of any moral or political worth. Blending critical theory with recent accounts of job related suicides, office-induced paranoia, fear of relaxation, managerial sadism and cynical corporate social



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responsibility

campaigns, Fleming paints a bleak picture of neoliberal capitalism in which the economic and emotional dysfunctions of a workers' society greatly outweigh its professed benefits.

Positive consumerism is the backbone to a strong economy. Examining the relationship between

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culture and marketing can provide companies with the data they need to expand their reach and increase their profits. Global Observations of the Influence of Culture on Consumer Buying Behavior is an in-depth, scholarly resource that discusses how marketing practices can be influenced by

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Featuring an array of relevant topics including societal environments, cultural stereotyping, brand loyalty, and marketing semiotics, this publication is ideal for CEOs, business managers, professionals, and researchers that are interested in studying alternative factors that impact the marketing

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The unspoken, private  
and emotional  
underbelly of the  
neoliberal university

Capitalism is about to  
commit suicide and is  
threatening to take us  
down with it. But will it  
give way to a grand  
social utopia or the  
beginning of a new dark

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age... albeit WiFi enabled? The Worst is Yet to Come explores the disturbing possibility that the current crisis of neoliberal capitalism isn't going to spawn an emancipatory renaissance, but a world that is much, much worse. Wealthy CEOs see it. They've been purchasing isolated

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bunker-retreats in New Zealand for when the shit goes down. Our politicians know it too, and are frantically transforming the liberal state into a militarized machine. Scientists are either uselessly decrying the looming eco-catastrophe or jumping on the opportunity to conduct ever-reckless experiments with the

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human genome. The animal kingdom is retreating from the scene in terrible silence, preferring the swift demise of the abattoir's bolt-gun than witnessing what is about to happen. Yet some of us are still ignoring the warning signs, choosing instead to remain cheerfully optimistic, believing that society has

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probably hit rock

bottom and the only way is up. This book argues the opposite.

What if we haven't hit rock bottom and are on the precipice of something much worse?

And what if we're too late? But this grim prospect isn't submitted in the name of millennial fatalism or hopeless resignation. On



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the contrary, if our grandchildren are to survive the implosion of capitalism – for the chances we will have are fairly slim – then a realistic picture of the nightmare to come is crucial. Only an unwavering attitude of “revolutionary pessimism” will help us to prepare accordingly. For the apocalypse will

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almost certainly be  
disappointing.

This accessible guide to  
the rapidly growing and  
interdisciplinary field of  
modern economic  
sociology offers critical  
insights into its  
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and developments.

International in scope,  
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sociologists and sociologically-minded economists explore the intersections and implications for theory and empirical research in both disciplines.

A funny, clever, and thought-provoking examination of the myth of the "economic man" and its impact on the global economy How do

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of Homo  
you get your dinner?

That is the basic  
Economicus  
question of economics.  
Work Debt And

When economist and  
The Myth Of  
philosopher Adam

Smith proclaimed that  
Endless  
all our actions were  
Aculation

motivated by self-  
interest, he used the  
example of the baker  
and the butcher as he  
laid the foundations for  
'economic man.' He  
argued that the baker

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and butcher didn't give bread and meat out of the goodness of their hearts. It's an ironic point of view coming from a bachelor who lived with his mother for most of his life — a woman who cooked his dinner every night. Nevertheless, the economic man has dominated our understanding of

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Of Modern-day capitalism,  
with a focus on self-  
interest and the  
exclusion of all other  
motivations. Such a  
view point disregards  
the unpaid work of  
mothering, caring,  
cleaning and cooking. It  
insists that if women are  
paid less, then that's  
because their labor is  
worth less. Economics  
has told us a story about

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of how the world works  
and we have swallowed  
it, hook, line and sinker.  
This story has not  
served women well.

Now it's time to change  
it. A kind of feminist  
Freakonomics, Who  
Cooked Adam Smith's  
Dinner? charts the myth  
of economic man — from  
its origins at Adam  
Smith's dinner table, its  
adaptation by the

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Chicago School, and its disastrous role in the 2008 Global Financial Crisis — in a witty and courageous dismantling of one of the biggest myths of our time.

Humans are accustomed to being tool bearers, but what happens when machines become tool bearers, calculating human labour via the



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highlights how, whether  
it be in insecure ‘gig’  
work or office work,  
such digitalisation is not  
an inevitable process –  
nor is it one that  
necessarily improves  
working conditions.

Indeed, through unique  
research and empirical

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data, Moore  
demonstrates how  
workplace  
quantification leads to  
high turnover rates,  
workplace  
rationalisation and  
worker stress and  
anxiety, with these  
issues linked to  
increased rates of  
subjective and objective  
precarity. Scientific  
management asked us to

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of Homo. Now, we are asked to be agile. But what does this mean for the everyday lives we lead? With a fresh perspective on how technology and the use of technology for management and self-management changes the 'quantified', precarious workplace today, *The Quantified Self in Precarity* will

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appeal to undergraduate  
and postgraduate  
students interested in  
fields such as Science  
and Technology,  
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