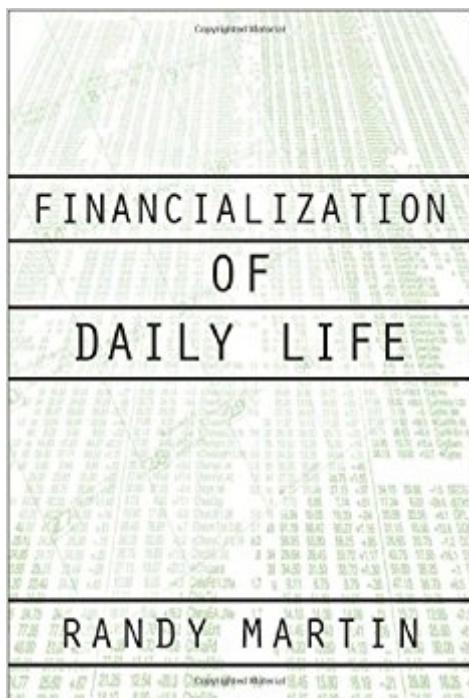


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# Financialization Of Daily Life (Labor In Crisis)



## **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**

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## **Customer Reviews**

"Randy Martin's Financialization of Daily Life is deeply immersed in its historical place and time, and as such it confronts the reader with a provocative combination of recognition and disorientation."-Culture Machine "[Randy Martin] must be applauded for his many courageous forays into the literature of financial self-management, and for the often entertainingly grotesque examples he has brought back from those expeditions."-Science and Society "[T]his is an important book which deserves to be widely read."-The Journal of Sociology and Social Welfare "By 'financialization,' Martin refers to the influence of financial calculations and judgments, and his valuable starting point is that financialization, having fundamentally altered American business over

the past four decades, is well on its way to doing the same to other areas of U.S. life....His themes are superb. Martin shows how economic change operates as much at the level of lived experience as it does at the level of ideology and his arguments should interest anyone concerned with the impact of financialization on recent art and criticism."-Chris Newfield, Dept. of English, University of California, Santa Barbara

How investment banking and playing the market moved from Wall Street to Main Street

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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