



Cool Capitalism

By Jim McGuigan

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Thomas Frank coined the term 'the conquest of cool'. This book shows how this conquest is at the heart of the dynamics of contemporary capitalism.

Jim McGuigan argues that 'cool capitalism' incorporates disaffection into capitalism itself, absorbing rebellion and thereby neutralising opposition to the present system of culture and society.

McGuigan explores a huge variety of cultural examples, from the sleek images of mainstream advertising, to the fringes of artistic production, offering a vigorous critique of our understanding of subversion, resistance and counter-culturalism.

Has capitalism really colonised our planet? McGuigan shows that there is still some space left for rebellion against the seductive power of the free market economy.

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Editorial Review

Review

Cool Capitalism takes us to the dark side of post-industrial economies, the side where exploited labor, disorganized infrastructure, and cultural hyperbole are the terms of trade. It's an indispensable guide to our age. -- Toby Miller, author of *Makeover Nation: The United States of Reinvention* At last the book that critical students of cultural studies have been waiting for! In this readable and topical book McGuigan asks us to reconsider the power of modern consumer capitalism and its ability to reshape everyday life. This book deserves to be read by a global audience. -- Dr Nick Stevenson, Reader in Sociology & Social Policy, University of Nottingham

About the Author

Jim McGuigan is Professor of Cultural Analysis at Loughborough University, UK. He is the author of several books, including *Cultural Populism* (1992), *Culture and the Public Sphere* (1996), *Modernity and Postmodern Culture* (1999, 2nd edn 2006), *Rethinking Cultural Policy* (2004) and *Cultural Analysis* (2009).

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