



## Life Inc: How the World Became a Corporation and How to Take it Back (Paperback)

By Douglas Rushkoff

Vintage Publishing, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. Douglas Rushkoff was mugged outside his apartment on Christmas Eve, but when he posted a friendly warning on his community website, the responses castigated him for potentially harming the local real-estate market. When did these corporate values overtake civic responsibilities? Rushkoff examines how corporatism has become an intrinsic part of our everyday lives, choices and opinions. He demonstrates how this system created a world where everything can be commodified, where communities have dissolved into consumer groups, where fiction and reality have become fundamentally blurred. And, with this system on the verge of collapse, Rushkoff shows how the simple pleasures that make us human can also point the way to freedom.



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