



The Allure of Capitalism: An Ethnography of Management and the Global Economy in Crisis

By Emil A. Røyrvik

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The "managerial revolution," or the rise of management as a distinct and vital group in industrial society, might be identified as a major development of the modernization processes, similar to the scientific and industrial revolutions. Studying "transnational" or "global" corporate management at the post-millennium moment provides a suitable focal point from which to investigate globalized (post)modernity and capitalism especially, and as such this book offers an anthropology of global capitalism at its moment of crisis. This study provides ethnographically rich descriptions of managerial practices in a set of international corporate investment projects. Drawing also on historical and statistical data, it renders a comprehensive perspective on management, corporations, and capitalism in the late modern globalized economy. Cross-disciplinary in outlook, the book spans the fields of organization, business, and management, and asserts that now, in this period of financial crisis, is the time for anthropology to yet again engage with political economy.

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The Allure of Capitalism: An Ethnography of Management and the Global Economy in Crisis By Emil A. Røyrvik Bibliography

- Rank: #5000989 in Books
- Published on: 2011-09-30
- Released on: 2011-09-30
- Original language: English
- Dimensions: 9.50" h x 6.50" w x .75" l, 1.16 pounds
- Binding: Hardcover
- 284 pages



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Review

Winner of the 2012 SINTEF Prize for Excellency in Research

"This study provides ethnographically rich descriptions of managerial practices in a set of international corporate investment projects. Drawing also on historical and statistical data, it renders a comprehensive perspective on management, corporations, and capitalism in the late modern globalized economy. Cross-disciplinary in outlook, the book spans the fields of organization, business, and management, and asserts that now, in this period of financial crisis, is the time for anthropology to yet again engage with political economy." • **International Journal of Anthropology**

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About the Author

Emil A. Røyrvik is a social anthropologist and senior research scientist at SINTEF Technology and Society, Scandinavia's largest independent research organization. The book has been written also in his capacity as postdoctoral fellow at the Norwegian University of Science and Technology (NTNU), Department of Social Anthropology. His research focuses on ethnography and anthropological theory in the context of knowledge work, organizational and managerial culture, and aspects of contemporary economic and cultural globalization.

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