



Neoliberal Culture: Living with American Neoliberalism

Patricia Ventura

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Departing from the conventional understanding of neoliberalism as a set of economic and political policies favoring free markets, *Neoliberal Culture* presents a framework for analyzing neoliberalism in the United States as a culture-or structure of feeling- which shapes American everyday life. The book proposes five 'components' as the keys to any study of American neoliberal culture: biopower, corporatocracy, globalization, the erosion of welfare-state society, and hyperlegality, these five components enabling rich analyses of key artifacts of the neoliberal era, including the Iraq War, Las Vegas, welfare reform, Walmart, and Oprah's Book Club. Carefully organized according to its central themes and adopting a case study approach in order to allow for thorough, illustrated analyses, this book is an important tool for scholars and students of contemporary cultural studies, popular culture, American Studies, and sociology.

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