





premarket societies

as far more embedded through kinship and social obligations

supposedly rational calculations



relationships are now submerged in markets

social suggest

MARKETS

- Most social scientists have seen **premarket societies as far more embedded through kinship and social obligations** than the modern market society.
- This is **supposedly** driven by **rational calculations**.
- Some scholars even go so far as to **suggest** that **social relations are now submerged in markets**.

EMBEDDED NATURE OF MARKETS

