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ICommunism

By Colin Cremin

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, ICommunism, Colin Cremin, Our relationship to consumption is not an easy one. Apart from being self-centred, superficial and narcissistic, the consumer is held responsible for global warming, poverty and now, by 'binging on easy credit', economic crisis. A straw man has many uses, including being 'part of the solution' by reducing 'carbon footprints', consuming 'more ethically' and tightening the proverbial belt. iCommunism defends the consumer against the prevailing politics of austerity. It splits the fetish from the commodity fetish by taking the shine away from the commodity now signified in the ubiquitous 'i' of i branded products and transfers it over to communism. With ideology once again alive on the streets of Europe, iCommunism reimagines Herbert Marcuse's 1960s 'artistic critique' of capitalism's repressive performance principle for today's 'consumer society'. Capitalism promised us shiny things but only communism can deliver them in a different, more liberating, universal and sustainable form.



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