

The Spirit of Capitalism and the Ideology of Profit: Exploring the Religion of the 21st Century

Collection Editors: Roberta Iannone and Romina Gurashi

Description

Contemporary capitalism is going through a process of re-attribution of meaning to the cultural aspects of the ideology of profit so as to pursue with renewed vigour individualism, the idolatry of money and consumption, the denial of need, the emphasis on merit and competition, the sanctification of business. This transformation is taking place through a distortion of previous ideas of "sacredness" in favour of the elevation of capitalism to a perfect religion free from theologies and dogmas. In this sense the spirit of capitalism could also be understood as an ideology justifying and absolving capitalism itself from its perverse outcomes. These changes raise a series of questions about the meaning and interpretation of the spirit of capitalism in relation to religion, economy, technique, environmental risk, health hazards, the conciliation of the times of life and work etc.

About the Editors

Roberta Iannone is Associate Professor of General Sociology and Sociology of modern and contemporary processes at the Department of Political Sciences of Sapienza University of Rome. She is also Delegate of the Rector of Sapienza University for Merchandising and Scientific Director of the "Rivista trimestrale di Scienza dell'Amministrazione. Studi di teoria e ricerca sociale". She is the author of over ninety contributions in essays on scientific journals and several monographs. She is mainly concerned with the history of sociological thought, capitalism and social organizations.

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