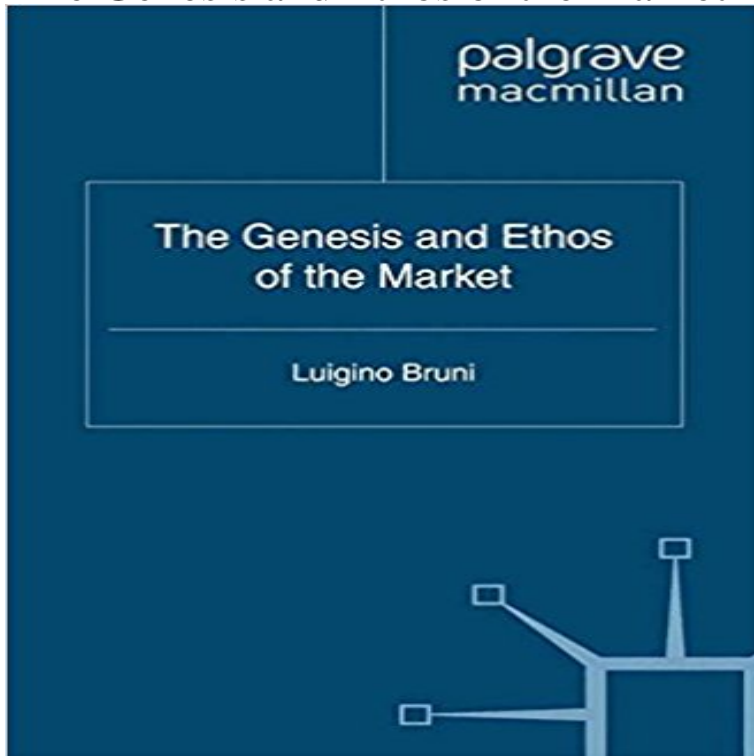


The Genesis and Ethos of the Market



A discussion of the anthropological roots of the market, tracing its development using the history of ideas and cultures as well as simple game theory. In his analysis of market ethics Bruni calls for a reconsideration of some of the central tenets of modern political economy, and the need for a new spirit of capitalism.

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