Contents

Acknowledgements Introduction		vi 1
1	The Subjects of Production	9
2	The Production of Subjects	40
3	Governing Organizational Life	51
4	The Culture of the Customer	75
Pa	art II	
5	Retailing and the De-differentiation of Economy and Culture	97
6	Re-imagining Organizational Identities	119
7	Consuming Organization	148
8	Setting Limits to Enterprise	178
Appendix: Research Details		194
References		196
Index		205