

Table of Contents

Note on the Text	vii
Introduction	1
PART I: THE NEW IN THE ARCHIVE	
1. The New between Past and Future	21
2. The New Is Not Just the Other	29
3. The New Has Its Origins Neither in the Market nor in Authenticity	34
4. The New Is Not Utopian	41
5. The New as Valuable Other	45
6. The New and Fashion	49
7. The New Is Not an Effect of Original Difference	53
8. The New Is Not a Product of Human Freedom	57
PART II: STRATEGIES OF INNOVATION	
9. The Value Boundary between the Cultural Archive and the Profane Realm	63
10. Innovation as a Revaluation of Values	72
11. Innovation and Creativity	76
12. Marcel Duchamp's 'Ready-Mades'	85
13. Negative Adaptation	100

14. The Ecological Counter-Argument	110
15. Valorization and Devalorization	130
PART III: INNOVATIVE EXCHANGE	
16. The Cultural Economy of Exchange	139
17. Innovative Exchange and Christianity	144
18. Interpretations of Innovative Exchange	149
19. Cultural Value Boundaries and Social Inequality	163
20. Thought as Innovative Exchange	172
21. The Author	182
Index	193