

CONTENTS

| | |
|---|-----------|
| <i>About the Author</i> | vii |
| <i>Foreword to the English Edition</i> | viii |
| <i>Introduction</i> | xi |
| | |
| 1 Genealogy of Subjectification | 1 |
| Paradoxes of the self | 1 |
| Interpellation of the subject and the subject of interpellation | 6 |
| Government of the self | 8 |
| Real fictions | 10 |
| Programmes, appropriations, resistance | 12 |
| The present as problem | 14 |
| | |
| 2 Tracing the Contours of the Entrepreneurial Self | 20 |
| Entrepreneurial self or entreplovee? | 21 |
| The triumph of the entrepreneur | 22 |
| Sociological analyses | 25 |
| Intrapreneuring | 29 |
| How to set up Me Inc. | 31 |
| After the new economy | 36 |
| | |
| PART 1: THE RATIONALITY OF THE ENTREPRENEURIAL SELF | 41 |
| | |
| 3 The Truth about the Market: Variants of Neo-Liberalism | 43 |
| A government of freedom | 44 |
| Economic imperialism | 48 |
| Competition as a method of discovery | 54 |
| Vanishing points of neoliberal governmentality | 59 |
| | |
| 4 The Four Functions of the Entrepreneur | 66 |
| The entrepreneur as speculator | 67 |
| The entrepreneur as innovator | 70 |
| The entrepreneur as risk bearer | 71 |
| The entrepreneur as coordinator | 73 |
| The logic of entrepreneurial practice | 75 |

| | |
|--|-----|
| 5 The Contractual World | 81 |
| Expansion and multiplication of the contract | 82 |
| Transaction economics | 85 |
| An economic theory of the social contract | 87 |
| The anthropology of homo contractualis | 90 |
| Beyond contractual reason? | 93 |
| PART 2: STRATEGIES AND PROGRAMMES | 99 |
| 6 Creativity | 101 |
| Governing creativity | 102 |
| Anthropology | 103 |
| Psychology | 106 |
| Economy | 111 |
| Technologies | 114 |
| 7 Empowerment | 121 |
| Genealogy | 123 |
| Theory of power | 127 |
| Anthropology | 129 |
| Levels and processes | 131 |
| Psychology | 133 |
| Strategies | 135 |
| Paradoxes of empowerment | 140 |
| 8 Quality | 147 |
| Total quality management | 148 |
| 360-degree feedback: the democratic panopticon | 159 |
| 9 Projects | 170 |
| From the projector to the alternative project | 172 |
| The 'projective city' and 'the new spirit of capitalism' | 177 |
| Project management | 181 |
| Project Me | 189 |
| 10 Conclusion: Lines of Flight – the Art of Being Different Differently | 196 |
| <i>Bibliography</i> | 207 |
| <i>Author index</i> | 228 |
| <i>Subject index</i> | 231 |