



# Life Inc.: How the World Became a Corporation and How to Take It Back

*Douglas Rushkoff*

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## **Life Inc.: How the World Became a Corporation and How to Take It Back** Douglas Rushkoff

A captivating book that reveals how corporations have come to dominate all aspects of life - including our inner lives - and what to do about it.

Something has gone terribly wrong. Unquestionably, but seemingly inexplicably, we now live in a world where the market has infiltrated every area of our lives.

In *Life Inc.*, brilliant and charismatic cultural theorist Douglas Rushkoff argues that we no longer know who we are, or what we want. Everything, especially authenticity, is branded. Real community and real intimacy have broken down, replaced by market-tested cures for everything from weight, to conception, to poverty, to food, to finding a mate. The market, and its operating system, Corporatism, is no longer something people build and control. Rather, it builds and controls us.

Rushkoff, in tracing the roots of corporatism from the Renaissance to today, reveals the way it supplanted social interaction and local commerce and came to be regarded as a preexisting condition of our world, from the history of public relations to the relentless gentrification of America's urban neighborhoods. And he shows us how to fight back: how to de-corporatize ourselves, disengage from branded expectations, think locally, and return to the real world of human activity. As Rushkoff puts it, "Micro-decisions are what matter."

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