

## Knowledge Workers Dall'operaio Massa Al Freelance

Drawing on rich empirical material, this revealing book builds up a critical theory, arguing that brands have become an important tool for transforming everyday life into economic value. When branding lifestyles or value complexes onto their products, companies assume that consumers desire products for their ability to give meaning to their lives. Yet, brands also have a key function within managerial strategy. Examining the history of audience and market research, marketing thought and advertising strategy; the first part of this book traces the historical development of branding, whilst the second part evaluates new media, contemporary management and overall media economics to present the first systematic theory of brands: the brand as a key institution in information capitalism. It includes chapters on: consumption marketing brand management online branding the brand as informational capital. Richly illustrated with case studies from market research, advertising, shop displays, mobile phones, the internet and virtual companies, this outstanding book is essential reading for students and researchers of the sociology of media, cultural studies, advertising and consumer studies and marketing.

From the ivory tower to the barricades! Radical intellectuals explore the relationship between research and resistance. *Ombre rosse* costituisce un prezioso commentario a due capolavori del marxismo novecentesco: *Il principio speranza* di Ernst Bloch e *Ontologia dell'essere sociale* di György Lukács. Priva di ogni pretesa di analisi filologica o di esegesi esaustiva, l'opera di Carlo Formenti ha un obiettivo più modesto e sicuramente più utile sul piano politico: selezionare e discutere quei passaggi che più possono aiutarci a capire la realtà contemporanea e a dotarci di strumenti teorici per rilanciare la lotta di classe in un momento storico in cui l'offensiva del capitale ha ridotto ai minimi termini la capacità di resistenza del lavoro. In altre parole, proiettare il marxismo oltre i suoi limiti storici.

Catalog of Copyright Entries

Periodicals

Saggi sull'ultimo Lukács e altre eresie

La cultura del controllo nelle relazioni industriali

Post-Political Politics

The Unseen

Anthropology and Aesthetics, 63/64: Spring/Autumn 2013: Wet/Dry

*Storming Heaven is the only book which looks at Italian workerist theory and practice, from its origins in the anti-Stalinist left of the 1950s to its heyday twenty years later. It focuses on the theme of workerism, or 'operaismo', which includes the refusal of work, class self-*

*organisation, mass illegality and the extension of revolutionary agency, of which are still practiced today by workers across the world. Emphasising the dynamic nature of class struggle as the distinguishing feature of workerist thought, Storming Heaven reveals how this form of radical politics developed alongside emerging social movements to great effect. It assesses the strengths and limitations of workerism as first developed by Antonio Negri, Mario Tronti, Sergio Bologna and others. This edition includes a new chapter looking at the debates around operismo and Autonomia since the book originally appeared in 2002, and is updated with a new foreword and afterword.*

*Knowledge workers. Dall'operaio massa al freelance Labour Power Virtual and Actual in Digital Production Springer Nature  
Special issue: The Knowledge Society between inconsistencies and social inequalities A cura di Fiorenzo Parziale e Gerardo Pastore Saggi  
Fiorenzo Parziale, Società della conoscenza. Coordinate ideologiche e presupposti strutturali Lorenzo Soggi, Conoscenza o riconoscimento?  
La retorica sulla meritocrazia come forma di violenza simbolica Elena Gremigni, Potenzialità e limiti dell'alternanza scuola-lavoro. Uno sguardo alle trasformazioni in atto nei processi educativi Gerardo Pastore, Gabriele Tomei, Mobilità e migrazioni qualificate nella società della conoscenza: teorie, processi e prospettive Sandra Burchi, Fuga o progetto a tempo? Mobilità, migrazioni, genere e carriera scientifica. Quando il tempo fa la differenza. Recensioni Irene Paganucci, Enrico Pugliese, Quelli che se ne vanno. La nuova emigrazione italiana, il Mulino, Bologna, 2018, 154 pp.*

*El Gobierno del General Intellect*

*La vita in alternanza scuola lavoro*

*Periodicals. Part 2*

*ragioni, competenze, soggetti*

*Storia Nordamericana*

*Anarchist Studies*

*Dopo il neoliberalismo*

**Sempre più spesso nella società attuale le esigenze delle aziende, che devono fare i conti con nuovi sistemi economici dai ritmi imprevedibili, si scontrano con i bisogni e i diritti dei lavoratori, siano essi dipendenti o autonomi. Questa tensione ha assunto una forma emblematica con lo sviluppo della gig economy, un modello basato sulle piattaforme digitali e sui gig, i piccoli ingaggi, nel quale il lavoro continuativo rischia di scomparire del tutto. È così che si innesca una dinamica generatrice di precariato, isolamento e invisibilità per il lavoratore. Un fenomeno che ha già coinvolto e generato accesi dibattiti intorno ai rider per esempio, ma che sta già toccando altre numerose**

professionalità, anche intellettuali. Prima di demonizzare l'"economia dei lavoretti", però, Giacomo Prati invita a fare un passo indietro, analizzare meglio la situazione e capire se è possibile costruire un nuovo scenario sostenibile e trasparente per utenti e lavoratori. Esperto di formazione e di progetti per l'innovazione, l'autore ci dà una fotografia completa e aggiornata sulla gig economy, le sue evoluzioni più recenti e le strategie a disposizione per favorirne uno sviluppo equo che non lasci nessuno nell'invisibilità.

Sergio Bologna has long been one of the sharpest analysts and critics of the changing structures in the contemporary labour market. In this new volume, the Italian thinker focuses on the phenomenon of 'freelance workers', and particularly of knowledge workers, not just as another segment within the global workforce, but as an emerging category striving to construct its own identity. Far from limiting his analysis to the realm of the economy, Bologna investigates the difference between employees and freelancers also in terms of their existential experiences and of their social relationships, both in the public and private sphere. On this basis, Bologna argues that the development of a shared identity among freelancers can function as the first step to establishing a network of cooperation and solidarity, all the way to the creation of a union of freelance workers. Himself a freelance worker, Sergio Bologna offers the reader a powerful and passionate argument for political and existential change in the 21st century.

For a brief explosive period in the mid-1970s, the young and the unemployed of Italy's cities joined the workers in an unexpectedly militant movement known simply as Autonomy (Autonomia). Its "politics of refusal" united its opponents behind draconian measures more severe than any seen since the war. Nanni Balestrini, the poet of youth rebellion, himself a victim of that repression, has invented a remarkable fictional form to express the hopes and conflicts of the movement. In spare but vivid prose, *The Unseen* follows Autonomy's trajectory through the eyes of a single working-class protagonist—from high-school rebellion, squatting and attempts to set up a free radio station to arrest and the brutalities of imprisonment. This is a powerful and gripping novel: a rare evocation of the intensity of commitment, the passion of politics.

**The rise of the european self-employed workforce**

**Operai e ingegneri**

**Marx's Dialectics of Value and Knowledge**

**Text, Context and Militancy in Operaismo**

**Virtual and Actual in Digital Production**

**biblioteche e bibliotecari di fronte ai processi di transizione professionale : il caso dell'Università di Bologna**

**Autonomia, New Edition**

*Crisis in the Global Economy is the latest and most innovative collective reflection on the state of global capitalism, developed in the mobile "multiversity" of the UniNomade network of international researchers and activists during the months immediately following the first signals of the current financial and economic crisis. It constitutes the first organic and interdisciplinary attempt to analyze a crisis that is not merely financial in nature but implicates globalization and neoliberal capitalism. Crisis in the Global Economy begins with the recognition that the current financial crisis is a systemic crisis of the entire capitalistic system as it has been developing since the 1890s. Taking as its premise that today's financial markets are the pulsing heart of cognitive capitalism, financing the activity of accumulation, Crisis in the Global Economy shows how the flow of capital rewards production that exploits knowledge and controls spaces beyond traditional business. The ineffectiveness of the extraordinary economic measures taken by single nation-states over the past few months demonstrates that this crisis is of a completely different order. A financial crisis that affects the "real economy" shows that financialization is one of the most recent and perverse articulations of capitalism. The contributions to Crisis in the Global Economy invite us to consider exit strategies from the current crisis--strategies that may lead us toward a new horizon of constructing the common.*

*"In The Weight of the Printed Word, Steve Wright explores the creation and use of documents as a key dimension in the activities of the Italian workerists during the 1960s and 1970s. From leaflets and newspapers to books, internal documents and workers' enquiries, the operaisti deployed a wide variety of printed materials in their efforts to organise amongst new subjectivities of mass rebellion. As Wright demonstrates, the practice of working with print was a central part of what it meant to be a workerist or autonomist militant during these years: one that throws light both on the meaning of political engagement, as well as the challenges posed by the use of technologies of communication and by emergent social subjects"--*

*Drawing on modern philosophy of science, epistemology, economics and sociology, this work retraces Marx's original*

*multi-disciplinary project and develops its foundations into a modern Marxist paradigm capable of understanding the present crisis and of challenging contemporary capitalism.*

*Books for Burning*

*Capitale disumano*

*Non è lavoro, è sfruttamento*

*The Weight of the Printed Word*

*Oltre il capitalismo. Macchine, lavoro, proprietà*

*Constituent Imagination*

*The classic text of Italian workerism available in English for the first time Workers and Capital is universally recognised as the most important work produced by operaismo, a current of political thought emerging in the 1960s that revolutionised the institutional and extra-parliamentary Left in Italy and beyond. In the decade after its first publication in 1966, the debates over Workers and Capital produced new methods of analysis and a new vocabulary for thousands of militants, helping to inform the new forms of workplace, youth, and community struggle. Concepts such as “neocapitalism,” “class composition,” “mass-worker,” “the plan of capital,” “workers’ inquiry” and “co-research” became established as part of the Italian Left’s political lexicon. Five decades since it was first published, Workers and Capital remains a key text in the history of the international workers’ movement, yet only now appears in English translation for the first time. Far from being simply an artefact of the intense political conflicts of the 1960s, Tronti’s work offers extraordinary tools for understanding the powerful shifts in the nature of work and class composition in recent decades.*

1529.2.114

*A major review of all of the many strands of Gramsci interpretation from the earliest writings of his contemporaries through to the academic debates of the 2010s.*

*Technological Mediation and Vanishing Lines*

*Il nuovo mosaico della conoscenza*

*Vital Subjects*

*Knowledge workers. Dall'operaio massa al freelance*

*Indagine collettiva sul futuro*

*cooperazione e partecipazione nel distretto industriale di Imola*

*Between Civil War and Democracy in 1970s Italy*

**1530.84**

***Subversive political writings by the acclaimed author of Empire.***

***RES 63/64 includes "Source and trace" by Christopher S. Wood; "Timelessness, fluidity, and Apollo's libation" by Milette Gaifman; "A liquid history: Blood and animation in late medieval art" by Beate***

***Fricke; "Guercino's 'wet' drawing" by Nicola Suthor; "The readymade metabolized: Fluxus in life" by David Joselit; and other papers.***

***New economy***

***Brands***

***Res***

***Race and Biopolitics in Italy, 1860-1920***

***Invisibili al lavoro. Gli operai del clic ai tempi della gig economy***

***Ombre rosse***

***Storming Heaven***

Siamo tutti in alternanza scuola lavoro. Non solo il milione e mezzo di studenti delle scuole superiori, ma tutti coloro che cercano un lavoro e in questo trovano un'occupazione. Le politiche attive del lavoro, della formazione continua e del capitale umano ci obbligano ad autosfruttarci. Sin dalla scuola siamo a caccia di impieghi precari per diventare imprenditori di noi stessi. Questo libro è un risveglio dall'incubo. È un vertiginoso esercizio etico, racconta una contro-storia originale e capovolge il dispositivo che annulla la pratica dell'emancipazione politica. Loro dicono capitale umano, noi invece diciamo forza lavoro. Orientiamoci in base a questa nostra potenza e mettiamola a fuoco. Questo è il primo passo per nutrire la vita e liberarla.

Decía Marx en los Grundrisse que el conocimiento social general se convertirá en fuerza productiva inmediata y el proceso de vida social estaría bajo los controles del General Intellect. De esta forma, el capital trabajará en favor de su propia disolución como forma dominante de la producción. Sin embargo, la miseria que el individuo social vive es demasiado diferente de un General Intellect revolucionario que nos libere de la dominación. No podemos permitirnos el lujo de ser reducidos a conceptos salvadores cuando el futuro se presenta bajo un paisaje aún más radical, sin perspectivas que no sean aquellas de una infinita disponibilidad a coadyuvar la expansión del capital. En la Unión Europea construida sobre las políticas tecnocorporativas las demandas del capital nunca tienen fin: mientras nos exploten en una especie de cooperación competitiva, mientras reduzcamos nuestra vida al trabajo a la vez que el trabajo se hace miseria, mientras se continúe perpetuando la barbarie cuando nos ilusionamos con vivir la plena libertad, la vorágine nunca será total.

Una nuova civiltà delle macchine appare all'orizzonte, una civiltà in cui lo 0,1% della popolazione possiederà le macchine, lo 0,9% le gestirà e il 99% sarà addetto al poco lavoro non automatizzato della grande impresa o giacerà nell'abisso della disoccupazione. Tracciando un affresco memorabile del nostro tempo, l'autore ci conduce oltre il pensiero unico dominante. In particolare, oltre il luogo comune per eccellenza, ovvero che esiste e sempre esisterà una sola forma economico-sociale di tipo capitalistico.

## Read Book Knowledge Workers Dall'operaio Massa Al Freelance

A fronte di un capitalismo finanziarizzato e tecnologico che genera forte disuguaglianza, di una prassi che ha posto al centro dell'organizzazione sociale il denaro anziché il lavoro, di un futuro caratterizzato dalla disoccupazione (o sotto-occupazione) di massa, quale la via di uscita? Per Sapelli la strada è quella di un socialismo comunitario che riscatti e risollevi il «popolo degli abissi», quel 99% per cui si prospetta oggi un futuro quanto mai incerto. «Si può dire che sia finito il capitalismo? E cosa è stato davvero? Domande propedeutiche a quella più grande e che quasi fa tremare i polsi: cosa ci sarà, o cosa c'è "oltre il capitalismo"?» (Dalla Prefazione di Giuseppe De Lucia Lumeno).

La explotación de los conocimientos y la miseria de la humanidad  
dall'homo faber all'homo sapiens

Class Composition and Struggle in Italian Autonomist Marxism

Labour Power

Workers and Capital

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Amministrare: l'economia, la società

Vital Subjects: Race and Biopolitics in Italy is an interdisciplinary study of how racial and colonial discourses shaped "making" of Italians as modern political subjects in the years between its administrative unification (1861-1870) and end of the First World War (1919). This title was made Open Access by libraries from around the world through Knowledge Unlatched.

Technological change is ridden with conflicts, bifurcations and unexpected developments. Neurocapitalism takes us on an extraordinarily original journey through the effects that cutting-edge technology has on cultural, anthropological, economic and political dynamics. Today, neurocapitalism shapes the technological production of the commons, transforming them into tools for commercialization, automatic control, and crisis management. But all is not lost: in highlighting the growing role of General Intellect's autonomous and cooperative production through the development of the commons and alternative and antagonistic uses of new technologies, Giorgio Griziotti proposes new ideas for the organization of the multitudes of the new millennium.

Quale potrebbe essere l'esito del tormentato processo di transizione che stiamo vivendo? Quale blocco sociale si dovrebbe o potrebbe costruire per marciare verso una civiltà postcapitalista? Quali forme dovrebbe o potrebbe assumere il socialismo del XXI secolo? Dopo il tramonto dell'egemonia americana ci aspettano la rivoluzione o il caos sistemico? Quali idee per una nuova alleanza tra ambientalismo e socialismo? Perché rivendicare la sovranità nazionale non implichi regredire ai nazionalismi del secolo scorso? A questi e altri interrogativi cercano di rispondere i dieci autori – Pierluigi Fagan, Carlo Formenti, Carlo Galli, Manolo Monereo, Piero Pagliani, Onofrio Romano, Raffaele Sciortino, Alessandro

Somma, Alessandro Visalli e Andrea Zhok – che hanno collaborato alla stesura di questo volume sugli scenari ipotetici di un futuro che potrebbe ridisegnare la geopolitica mondiale e rivoluzionare i rapporti di forza tra classi sociali, popoli e nazioni.

Crisis in the Global Economy

Behind the Crisis

Financial Markets, Social Struggles, and New Political Scenarios

Il lavoro: condizioni, problemi, sfide

1950-2000, l'Italia è cambiata

Militant Investigations//collective Theorization

The Lab's Quarterly, 21(2), 2019

***In the wake of socialism's demise and liberalism's loss of direction, new ideas are needed for the next major realignment of the social and political domain. Making a unique contribution to the idea of 'the commons', this book offers a radical form of direct democracy with real-world implications. But whereas much of the current scholarship has looked at the commons from the perspective of governance, this book instead focuses on 'commoning' as social practice. Perspectives on Commoning argues that the commons are not just resources external to us, but are a function or characterisation of what we do. Thus, we can talk of the act of commoning, positioning our behaviour beyond the domains of the private and the public, beyond the dichotomy of capitalism versus socialism. Covering everything from biopolitics to urban spaces, this impressive range of international contributors address the commons as both theory and history, providing a useful review of current conceptions as well as practical proposals for the future. A unique consolidation of philosophy, sociology and economics, the book shows how a new understanding of the commons as practice will help to achieve its full emancipatory potential.***

***This book offers a critical account of Karl Marx's dazzling theory of labour power which is also one of the most influential concepts in the history of contemporary philosophy. Labour power is the dark side of the digital revolution. Working men and women are invisible and treated like human service, flesh and blood automatons or organic extensions of a machine that produces data on its own. Automation is viewed as something magic made possible by algorithms whose life is independent of human beings. Labour power, however, has not disappeared. Without drivers, Uber cannot connect customers on its platform; without searches on its browser, Google grinds to a halt; without us, Facebook or Instagram is desert. Labour power is the dwarf hidden inside the puppet of technology that allows algorithms to be intelligent and make the biggest profits in the history of capitalism. The invisible centrality of labour power is the political enigma of our times. Today a new account of the theory of labour power is needed more than ever in order to understand the political economy of digital capitalism on new grounds. Unlike a long tradition in the history of work, labour power is not only the work or the data it produces, but a potency that does not coincide with its current commodification. The actuality of labour power does not exhaust the virtuality that can be actualised by its faculty. Even when reduced to a commodity, labour power does not exhaust the potency of its being otherwise. Immersed in the constant propaganda***



*that boosts the latest technological inventions, we neglect the fact that this wealth is produced by us and that it could be ours precisely because it is a part of our potential to be other than what we are at present. This book is a vibrant invitation to consider the fact that we are always connected with the potency that is constantly at work in our life. If this were not the case, we would not be alive. If we do not strive to become consciously and collectively active, we will never know.*

*In Italia il canto costante è che il lavoro 'non c'è': però è lo stesso paese dove si chiede di lavorare gratis o senza tutele. Il tutto con spaventevoli ricadute culturali sul lavoro come merce degradata, una svalutazione umana e professionale che riguarda tutti. Marta Fana ci racconta non solo i numeri del lavoro, già deprimenti, ma la sua perdita di qualità. Non è un libro per economisti, questo combattivo pamphlet, ma un libro per lavoratori. Alessandro Robecchi, "il Fatto Quotidiano" La precarizzazione ha reso il lavoro una risorsa povera, incapace di fornire alla maggior parte degli italiani quello che un tempo poteva dare: sicurezza economica, forza contrattuale, capacità progettuale. In Italia è stato un processo particolarmente rapido e violento, che ha aperto ferite difficili da rimarginare. Un libro militante e documentato. Giuliano Milani, "Internazionale" Dicevano: meno diritti, più crescita. Abbiamo solo meno diritti. La modernità paga a cottimo. Così dilaga il lavoro povero, spesso gratuito, e la totale assenza di stabilità lavorativa.*

*Il diritto allo sguardo. La cultura del controllo nelle relazioni industriali*

*Neurocapitalism*

*Gramsci Contested: Interpretations, Debates, and Polemics, 1922--2012*

*Perspectives on Commoning*

*??????, ???????, ?-????????, 9-15 ??????? 1992 ?*

*Meaning and Value in Media Culture*

*Autonomist Principles and Practices*

**Edited by Sylvère Lotringer and Christian Marazzi with the direct participation of the main leaders and theorists of the Autonomist movement (including Antonio Negri, Mario Tronti, Franco Piperno, Oreste Scalzone, Paolo Virno, Sergio Bologna, and Franco Berardi), this volume is the only first-hand document and contemporaneous analysis that exists of the most innovative post-'68 radical movement in the West. The movement itself was broken when Autonomia members were falsely accused of (and prosecuted for) being the intellectual masterminds of the Red Brigades; but even after the end of Autonomia, this book remains a crucial testimony of the way this creative, futuristic, neo-anarchistic, postideological, and nonrepresentative political movement of young workers and intellectuals anticipated issues that are now confronting us in the wake of Empire.**

**Lotta comunista: 1996-2003**

**Widener Library Shelflist: Sociology**