

Der Neue Geist Des Kapitalismus - Martina Schroeder

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Der Kapitalismus hat sich seit seiner Entstehung und Benennung Mitte des 19. Jahrhunderts gewandelt, sowohl im Hinblick auf die Produktionsstätten als auch im Hinblick auf die Einheiten der kapitalistischen Prozesse wie die Erwerbspersonen. Dieses hat auch die sozialen Verhältnisse in erheblichem Masse verändert, wie anhand dieser Arbeit dargestellt wird. Die Wandlung des Kapitalismus seit der bürgerlichen Moderne betrifft vor allem die Organisation der Arbeit und die Einstellung der Erwerbspersonen gegenüber ihrer Tätigkeit. Diese Wandlung ist im Verlauf der Moderne besonders deutlich. Inzwischen ist 'Der neue Geist des Kapitalismus' entstanden, den Luc Boltanski und Ève Chiapello anhand ihrer Untersuchung neuer Managementliteratur skizzieren. Dabei strukturieren sie die historische Entwicklung des Kapitalismus von der ersten Phase, dem 'Familienkapitalismus' mit Motivation aus der protestantischen Ethik heraus und der Rationalisierung des Alltagslebens, in der Max Weber den Geist des Kapitalismus ausmachte, über die zweite Phase, dem 'Managerkapitalismus', in der die Arbeitsteilung in Großkorporationen vorherrschte und der Fokus auf die Effizienz gelegt wurde, zum nunmehr 'dritten Geist des Kapitalismus' mit dem Wiederbeleben der Individualität innerhalb des Arbeitsprozesses. Diese historische Entwicklung lässt sich von der posttraditionalistischen Berufsidee über die berufliche Sozialisation in hierarchischen Organisationen der ersten Hälfte des 20. Jahrhunderts bis zu neuen beruflichen Strukturen zum Ende des 20. Jahrhunderts darstellen. Daher wird zunächst der Webersche Begriff des 'Geist des Kapitalismus' beleuchtet. Author: Schroeder, Martina Publisher: GRIN Verlag Illustration: N Language: GER Title: Der neue Geist des Kapitalismus Pages: 00023 (Encrypted PDF) On Sale: 2009-01-01 SKU-13/ISBN: 9783640376070 Category: Business & Economics : Industries - General

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