



Individualisation at Work: The Self between Freedom and Social Pathologies

Norbert Ebert

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Individualisation has become an ambiguous, but defining feature of late modern societies and while it is in part characterised by an increase in individual autonomy and a sense of liberation, individuals are equally required to negotiate a fragmented, pluralised and ambiguous social order by themselves. This book sheds light on the processes and nature of contemporary individualisation, specifically exploring the manner in which it unfolds under conditions of contemporary network capitalism. With attention to the modern workplace, where the individual and the organisation meet directly, but also in the wider community, *Individualisation at Work* reveals individualisation to become an ideological and ambiguous process of liberation, as conditions of marketisation and corporatisation transform the emancipatory qualities and motivations that define individualisation into a means for the coordination and reproduction of systemic imperatives, which are realised by individuals' qualities and capacities for self-realisation. A rigorous theoretical study, illustrated with interview material gathered amongst managers from internationally operating corporations, this book will appeal to sociologists with interests in work and organisations and the theory of contemporary modernity.

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