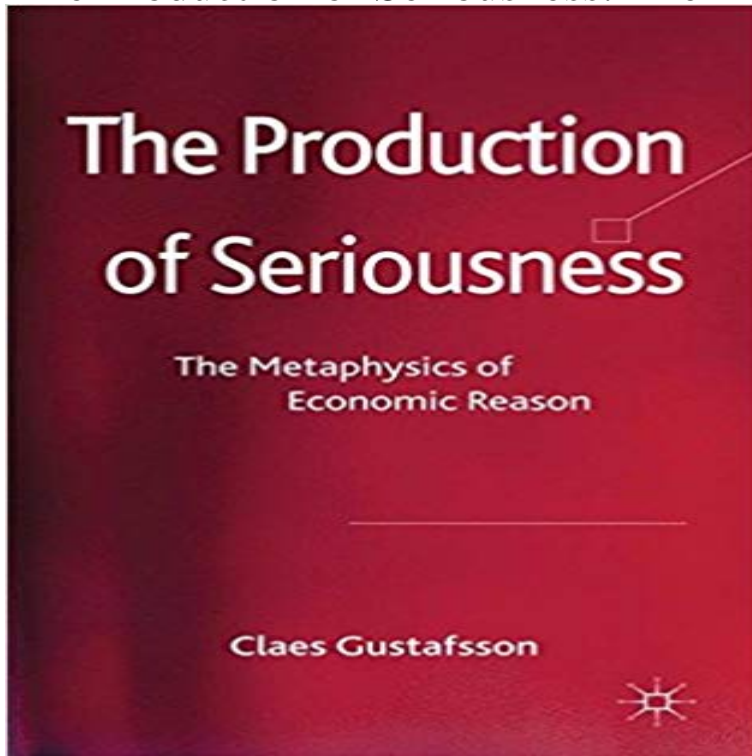


# The Production of Seriousness: The Metaphysics of Economic Reason



This book is about the roots of managerial rationality. A theoretical base, founded on the concept of memetics is developed in order to explain human thinking and human reason as products of cultural evolution. Cultural change and development are explained by simple, value-driven memetic mechanisms like ritualization and extremization.

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