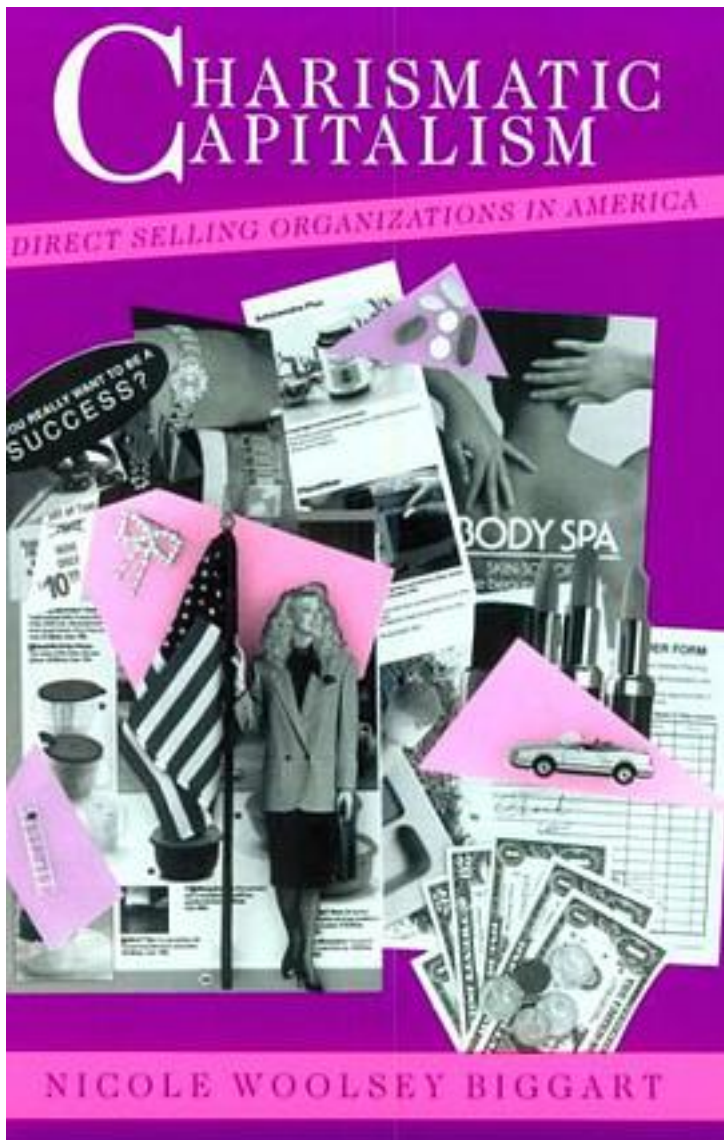


# Charismatic Capitalism



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著者:Biggart, Nicole Woolsey

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Tupperware Home Parties, Shaklee Corporation, Amway, Mary Kay Cosmetics--theirs is an approach to business that violates many of the basic tenets of modern American commerce. Yet these direct selling organizations, fashioned by charismatic leaders and built upon devoted armies of door-to-door representatives, have grown to constitute an \$8.5 billion a year industry and provide a livelihood for more than 5 million workers, the vast majority of them women.

The first full-scale study of this industry, Charismatic Capitalism, revises the standard contention that the rationalization of social institutions is an inevitable consequence of advanced capitalism. Nicole Woolsey Biggart argues instead that less rational organizations built on social networks may actually be more economically viable.

作者介绍:

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## 标签

社会学

劳动

CAPITALISM

## 评论

目标是七天看完 (9/7)  
现象的描述做得还不错。分析的话主要是组织分析，我选择的角度不一样……

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Zelizer一个月前推荐读结果我今天才拿到手，惭愧。大概看了第四章和自己论文最相关的部分(也是zelizer推荐的理由)。虽然有些地方分析不足说服力不够，但四种integrate

family/work的strategy和因此造成的“公司女性化”放在那个年代看也很潮了。感悟比较深的是自己在写论文过程中最先换下的一套framework恰好就是作者的这种Weberian approach to corporate/entrepreneurship。作者在一开始引用了一堆文献佐证work/family dichotomy不合自己的case，但因为自上而下的分析逻辑造成非常重要的微观层面的斗争几乎看不见，一个重要的例子就是忽略了“钱”的意义和其对这个dichotomy带来的影响, Z+1 ;)

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书评

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