Elliott

Reinvention



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Ours is the era of "reinvention". From psychotherapy to life coaching, from self-help manuals to cosmetic surgery and from corporate rebranding to urban redesign: the art of reinvention is inextricably interwoven with the lure of the next frontier, the breakthrough to the next boundary – especially boundaries of the self. In this new, updated edition of this remarkable book, Anthony Elliott examines "reinvention" as a key buzzword of our times. Through a wide-ranging and impassioned assessment, Elliott unmasks the ever-increasing globalization of reinvention – from reinvention gurus to business reinvention, from personal makeovers to corporate rebrandings. In doing so, he undertakes a serious if often amusing consideration of contemporary reinvention practices, including super-fast weight-loss diets, celebrity makeovers, body augmentations, speed dating, online relationship therapies, organizational restructurings, business downsizings and many more. The second edition of Reinvention includes a new chapter on the digital revolution and artificial intelligence, which situates reinvention within the context of technological automation. There is also a discussion of how the Covid-19 global pandemic has impacted today's cultures of reinvention. In addition, there is a new concluding chapter in which the author develops further his theoretical account of the nature of reinvention societies. This absorbing book will continue to be the ideal introduction to reinvention for students and general readers alike. Reinvention offers a provocative and radical reflection on an issue (sometimes treated as trivial in the public sphere) that is increasingly politically urgent in terms of its personal, social and environmental consequences.

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