Elliott

Reinvention

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 insightful and provocative book, Anthony Elliott examines ‘reinvention’ as a key buzzword of our times. Through a wide-ranging and impassioned assessment, Elliott reviews the new global forms 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. This absorbing book is an ideal introduction to the topic of 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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