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FAKULTÄT FÜR KULTURWISSENSCHAFTEN
DEPARTMENT FÜR ASIENSTUDIEN
JAPAN ZENTRUM
CAS^{LMU} CENTER FOR ADVANCED STUDIES



EVENT SERIES:

GLOBAL INTELLECTUAL HISTORY AS POLITICAL AND ETHICAL CRITIQUE

ORGANIZED BY MILINDA BANERJEE, LMU RESEARCH FELLOW

NIKLAS OLSEN (Copenhagen):

THE SOVEREIGN CONSUMER GOES GLOBAL: ON THE MAKING OF THE NEOLIBERAL POLITICAL PARADIGM



**“The real bosses under capitalism
are the consumers.”**

Ludwig von Mises

The neoliberal figure of the sovereign consumer, understood as an agent able to dictate production and drive politics, is central to contemporary thinking about political economy. Investigating how this figure has been constructed, disseminated and used for political purposes in Europe and the Western World, this talk focuses on the prehistory of the neoliberal sovereign consumer from around 1700 to its birth and ‘global’ breakthrough in the interwar period.

Donnerstag, 14. Dezember 2017, 18–20 Uhr
Hauptgebäude, Geschwister-Scholl-Platz 1, Raum E 210