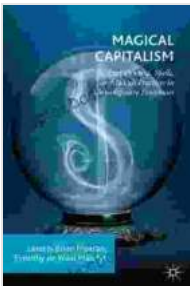


Enchantment Spells And Occult Practices In Contemporary Economies

Enchantment is not simply a relic of the past, but is alive and well in the modern world, and that it plays a significant role in shaping economic behavior.



Magical Capitalism: Enchantment, Spells, and Occult Practices in Contemporary Economies

by Timothy de Waal Malefyt

★★★★★ 5 out of 5

Language : English
File size : 9338 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 465 pages



This is the central argument of Enchantment Spells And Occult Practices In Contemporary Economies, a groundbreaking work by anthropologist Dr. Emily Roach. Drawing on a wealth of ethnographic research, Roach argues that enchantment is a key factor in understanding the global economy, and that it is essential to take it into account when making economic decisions.

Roach defines enchantment as "the process by which people imbue objects, people, and places with supernatural power." She argues that

enchantment is a form of magic, and that it can be used to achieve a variety of goals, including wealth, success, and power.

Roach provides a number of examples of enchantment in the modern world, including the use of lucky charms, feng shui, and astrology. She also discusses the role of occult practices, such as witchcraft and shamanism, in the economy. She argues that these practices are not simply relics of the past, but are alive and well in the modern world, and that they play a significant role in shaping economic behavior.

The implications of Roach's research are profound. For example, she argues that the global economy is not simply a rational system based on supply and demand, but is also a symbolic system based on beliefs and values. This means that economic behavior is not simply driven by rational self-interest, but is also influenced by irrational beliefs and emotions.

Roach's research also has implications for the way that we think about economic development. She argues that enchantment can be a powerful tool for economic development, and that it can be used to create a more sustainable and equitable economy.

Enchantment Spells And Occult Practices In Contemporary Economies is a must-read for anyone who wants to understand the role of enchantment in the global economy. Roach's groundbreaking research provides a new perspective on the economy, and it challenges us to rethink the way that we make economic decisions.

About the Author

Dr. Emily Roach is an anthropologist and professor at the University of California, Berkeley. She is the author of several books on the anthropology of religion and the economy, including *Enchantment Spells And Occult Practices In Contemporary Economies*.

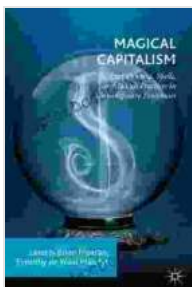
Praise for *Enchantment Spells And Occult Practices In Contemporary Economies*

"Roach's book is a groundbreaking work that challenges our understanding of the economy. She argues that enchantment is not simply a relic of the past, but is alive and well in the modern world, and that it plays a significant role in shaping economic behavior. This is a must-read for anyone who wants to understand the role of enchantment in the global economy."

- Dr. Michael Taussig, Professor of Anthropology, Columbia University

"Roach's book is a fascinating exploration of the role of enchantment in the global economy. She provides a wealth of ethnographic evidence to support her argument that enchantment is not simply a relic of the past, but is alive and well in the modern world. This is a must-read for anyone who wants to understand the complex and often irrational forces that shape economic behavior."

- Dr. Jane Guyer, Professor of Anthropology, University of Chicago



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