

Cultural Groups.
Lifestyle. Ethnic
Culture. Political
Society. Global
Distinction. Gr

Identity and
Capitalism.

Personal. Political
Self. Modern
Globalization.
Individualism. H
Post-identity.
Capitalism.

Marie Moran.
Power. Economy.
Materialist.



Identity and Capitalism.

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About the Author

Dr Marie Moran is a lecturer in Equality Studies at the UCD School of Social Justice, Dublin. She has an interdisciplinary background, with a degree in English Literature and Psychology from Trinity College Dublin, and an MSc and PhD in Equality Studies, combining sociology, political theory, cultural studies and political economy. Her main areas of interest are the development of cultural materialism as a sociological paradigm, ideology and power in capitalist societies, and the social and political theory of equality, on all of which she has also published. She is also engaged in a number of broadly anti-capitalist activist campaigns in her home town of Dublin, and is a founding member of Debt Justice Action Ireland, and the Irish chapter of ATTAC, both of which attempt to 'disarm the power of the financial markets' through public action and popular education programmes.

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