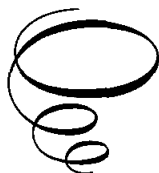


Adsensory Financialisation

By

Pamela Odih

**Cambridge
Scholars
Publishing**



CONTENTS

List of Illustrations	ix
Preface	xi
Acknowledgements	xvi
Prologue.....	xix
Adsensory Capitalism; “The Soul and Sensation” (Epicurus)	
Introduction	1
Adsensory Capital Accumulation	
Part One: Introjecting the Principle of Performance, Adsensory Technology	
Chapter One.....	18
Introjecting Haptic-Sensory Capitalism	
Chapter Two	43
Introjecting the (Ele)ments of the “Performance Principle” (Herbert Marcuse)	
Part Two: Adsensory Capitalist Accumulation	
Chapter Three	66
Adsensory Accumulation as “[re]capitalized ... landed property” (Karl Marx)	
Part Three: Dissimulating the Body and Simulating the Soul of Biocapitalism	
Chapter Four	106
Dissimulating Advertising	

Chapter Five	134
Haptic-Sensory Cognition as the Simulatory Soul of Biocapitalism	
Part Four: Adsensory Technologies in Synoptic Times	
Chapter Six	166
International Biopolitics and the Political Economy of Wearable Technology	
Chapter Seven.....	187
Adsensory Insurantal Technology in Synoptic Times	
Chapter Eight.....	228
#Health as the Financialisation of Social Capital Translations	
Chapter Nine.....	253
Digital Advertising as Asynchronous Cultural Economies of Financialised Times	
Conclusion.....	294
Adsensory Financialisation as “The Mental Diaspora of the Networks” (Jean Baudrillard)	
References	312
Index.....	329