



Selling the Free Market: The Rhetoric of Economic Correctness

James Arnt Aune

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While accusations of "political correctness" are frequently raised against liberals, there has been surprisingly little discussion of how conservatives foment the use of their own "economically correct" language. In this engaging book, James Arnt Aune examines how the rhetoric of the free market has become the everyday language of political debate in America and around the world. He illuminates the inner logic of free-market ideas, using rhetorical theory as an analytical tool. In the process, Aune confronts head on what he sees as the most serious flaw of economic correctness--its destructive impact on the lives of millions of working people and families.

Winner--National Communication Association's Diamond Anniversary Book Award

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