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## Non Stop Inertia

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By Ivor Southwood

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, Non Stop Inertia, Ivor Southwood, In our culture of short-term work, mobile communications and rolling media it seems we are always on the move; but are we really getting anywhere? Non-Stop Inertia argues that this appearance of restless activity conceals and indeed maintains a deep paralysis of thought and action, and that rather than being unquestionable or inevitable, the environment of personal flexibility and perpetual crisis which we now inhabit is ideologically constructed. Written from inside this system of precarious employment and debt-driven subjectivity, illustrating its arguments with actual examples and using theory to make connections and unlock meanings, the book shows how in our constant anxious pursuit of work and leisure we are running on the spot against a scrolling CGI backdrop. As performative labourers, full-time jobseekers, social networkers and consumer-citizens, we are so preoccupied by the business of 'being ourselves' that our real identities are forgotten and our dreams of resistance buried. This text rejects the positive script of the virtual state and suggests that in order to instigate genuine change we must refuse to go with the flow.



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### Reviews

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