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It is estimated to have dominated the world for approximately 500 years. However, in the last decades a new concept has started to thrive in business environment, that being commodification. Commodification is strictly related to marxist theory, which emphasizes the commodity as a key cell in a capitalistic driven society.

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(1995). Business process reengineering and the commodification of managerial knowledge. Journal of Marketing Management: Vol. 11, No. 7, pp. 707-719.

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Abstract and Keywords. This entry presents an analysis of the commodification of knowledge and information in contemporary capitalism. We provide a consistent account of how information as a commodity effects the workings of both capitalism and of Marxist theory. The first part of the chapter critically revisits Marx ' s own writings on the commodification of knowledge and how the immaterial labor hypothesis initially interpreted these writings.

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Commodification of Knowledge and Information - Oxford ...

Within a capitalist economic system, commodification is the transformation of goods, services, ideas, nature, personal information and people into commodities or objects of trade. A commodity at its most basic, according to Arjun Appadurai, is "anything intended for exchange," or any object of economic value. Commodification is often criticised on the grounds that some things ought not to be treated as commodities—for example water, education, data, information, knowledge, human life, and ...

Commodification - Wikipedia

Selling science has become a common practice in contemporary universities. This commodification of academia pervades many aspects of higher education, including research, teaching, and administration. As such, it raises significant philosophical, political, and moral challenges. This volume offers the first book-length analysis of this disturbing trend from a philosophical perspective and presents views by scholars of philosophy of science, social and political philosophy, and research ethics.

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Commodification is the process by which something becomes a commodity. A commodity has two primary characteristics: it has a market price and is undifferentiated. Commodification is associated with the creation of markets for things such that they are bought and sold at a market price. It is also associated with a breakdown of differentiation whereby things that were viewed as unique are viewed as common, standardized and unexceptional.

15 Examples of Commodification - Simplicable

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