



# The Support Economy: Why Corporations Are Failing Individuals and the Next Episode of Capitalism

*Shoshana Zuboff, James Maxmin*

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## **The Support Economy: Why Corporations Are Failing Individuals and the Next Episode of Capitalism** Shoshana Zuboff, James Maxmin

Today's "managerial" capitalism has grown hopelessly out of touch with the people it should be serving.

**The Support Economy** explores the chasm between people and corporations and reveals a new society of individuals who seek relationships of advocacy and trust that provide support for their complex lives.

Unlocking the wealth of these new markets can unleash the next great wave of wealth creation, but it requires a radically new approach—"distributed" capitalism. **The Support Economy** is a call to action for every citizen who cares about the future.

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