

CONTENTS

<i>List of Illustrations and Tables</i>	ix
<i>Preface</i>	xi

PART ONE: An Overlooked Reality

CHAPTER ONE	
The Problem	3
CHAPTER TWO	
Singularities	10
<i>What Are Singularities?</i>	10
<i>A Preliminary Journey</i>	13
<i>The Market of Psychoanalysis</i>	15
<i>Two Models of Singularity</i>	16
CHAPTER THREE	
Do We Need Another Market Theory?	21
<i>What Mainstream Economics Could Only Ignore</i>	21
<i>What the "New Economics" Chose to Ignore</i>	23

PART Two: Tools for Analysis

CHAPTER FOUR	
Judgment	35
<i>Can Economic Analysis Ignore Information?</i>	35
<i>Decision and Judgment</i>	36
<i>What Is Judgment?</i>	39
CHAPTER FIVE	
Judgment Devices	44
<i>Devices Are Representatives</i>	46
<i>Devices Are Cognitive Supports</i>	49
<i>Devices Are Active Forces</i>	51
CHAPTER SIX	
Trust Devices	55
<i>Formal Analysis</i>	57
<i>Substantive Analysis</i>	58

CHAPTER SEVEN	
Homo singularis	67
<i>Value and Instrumentality</i>	68
<i>Shopping</i>	73
<i>The Red Michelin Guide: A Paper Engine</i>	77
<i>How Many Ninth Symphonies Did Beethoven Compose?</i>	80
CHAPTER EIGHT	
The Metamorphosis of Singularities	87
<i>The Weight of Words</i>	88
<i>Can Sameness Engender Incommensurability?</i>	89
CHAPTER NINE	
The Regimes of Economic Coordination	96
<i>A Classification of the Economic Coordination Regimes</i>	97
<i>Consumer Commitments and Coordination Regimes</i>	103
INTERLUDE	106
PART THREE: Economic Coordination Regimes	
Impersonal Devices Regimes	131
CHAPTER TEN	
The Authenticity Regime	133
<i>The Market of Fine Wines</i>	135
<i>The Hachette and the Parker Guides to Wine</i>	138
<i>The Intelligentsia, Connoisseurs, and the Layman</i>	141
<i>Vulnerability of the French Fine-Wines Market?</i>	144
CHAPTER ELEVEN	
The Mega Regime	148
<i>Megafilms</i>	148
<i>The Luxury Megafirm</i>	157
<i>The Megabrand</i>	163
CHAPTER TWELVE	
The Expert-Opinion Regime	167
<i>Literary Prizes</i>	167
<i>Trendsetters and Gatekeepers</i>	170
<i>Public Quality-Rating Devices</i>	171
CHAPTER THIRTEEN	
The Common-Opinion Regime	174
<i>Songs</i>	175
<i>Adjustment by the Charts</i>	177

Personal Devices Regimes	181
CHAPTER FOURTEEN	
The Network-Market	183
<i>The Personal Network</i>	183
<i>The Trade Network</i>	185
<i>The Practitioner Network</i>	186
CHAPTER FIFTEEN	
The Reticular Coordination Regime	188
<i>Coordination by Shared Convictions</i>	188
<i>Coordination by Belief in Miracle Workers</i>	191
CHAPTER SIXTEEN	
The Professional Coordination Regime	195
<i>Professional Regime Variants</i>	196
<i>Legal-Services Coordination Regime Variants</i>	203
CHAPTER SEVENTEEN	
Prices	209
<i>Concordance</i>	211
<i>Disproportion</i>	219
PART FOUR: Finale	
CHAPTER EIGHTEEN	
The Historicity of Singularities	229
<i>The Rule of Product Renewal</i>	232
<i>Desingularization of Personalized Services</i>	236
<i>Desingularization of Pop Music</i>	242
CHAPTER NINETEEN	
Conclusion: Economics of Singularities and Individualism	255
<i>On Individualism</i>	256
<i>Singularities and Individualism</i>	261
<i>Index</i>	265