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Abstract. Neoliberalism: A Very Short Introduction explores the major political, economic, and social dimensions of neoliberalism. From its heyday in the late 1990s when it became the world's dominant economic policy, neoliberalism has suffered a major setback with the financial crisis. Who have been the key thinkers and political advocates of neoliberalism?

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What it does not do (except in a passing paragraph or two) is discuss the broader aspects of neoliberalism, most importantly: 1) the propagation of fear in the populace to maintain support for neoliberalist policies. 2) the reduction of everything to a dollar value. 3) the ideology of meritocracy. It's short.

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