



# The Production of Seriousness: The Metaphysics of Economic Reason

*C. Gustafsson*

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## **The Production of Seriousness: The Metaphysics of Economic Reason** C. Gustafsson

Economic reason, especially managerial rationality, stands for the trivial inarguable truths in modern society. But where do they come from? Why are the truths of rational logic true? Are they the laws of nature perhaps to be found in the matter of the universe? Are they inscribed into our genes?

The answer is 'no'. Reason is culture. The Production of Seriousness argues that capacities initially common to all higher living have developed into a cultural heritage of sophisticated and well articulated ideas about a logic of incontestably true rational choice. The first half of this book sorts out the basic elements in our ideas of rational choice;

the second half is directed at the concept of 'culture'. The concept 'meme' is used to show how simple memetic mechanisms irresistibly lead to constant dynamic forces, driving cultural evolution and, thereby, to the formation of modern ideas about absolute and unassailable rational reason.

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