

Contents

<i>Acknowledgements</i>	vi
Introduction	1
Part I: Economic action is communicative	21
1. Does <i>homo economicus</i> talk? Communication in economic theory	23
2. The symbolism of money, payment and price	43
Part II: Communication constructs economic life	61
3. Promotion	63
4. Information	83
5. Narrative	104
6. Discussion	123
Conclusion	141
Notes	150
References	153
Index	170