



The Economics of Symbolic Exchange

Alexander Dolgin

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Alexander Dolgin's *Economics of Symbolic Exchange* is in reality not one but three books, and although these semantic layers are interlinked, the reader will need to choose between the different vectors and modalities. One clearly evident dimension is research. Certain authors introduce quite new intellectual approaches into scientific debate. This requires a special frame of mind and a searching curiosity about social reality. Carl Gustav Jung identified a phenomenon which he called systematic blindness: when a science reaches a stage of maturity and equilibrium, it categorically refuses, from a sense of self-preservation, to note certain facts and phenomena which it finds inconvenient. In Alexander Dolgin's book whole complexes of such "non-canonical" material are to be found. Here are just a few examples: the exchange networks, through which digital works of art are spread through the Internet; bargain sales of fashionable clothing; the paradox of equal pricing of cultural goods of varying quality; and a discussion of whether art or business has the more productive influence on creativity. Obviously, not all the issues Dolgin raises are totally new, but brought together and examined within an elegant logical framework of informational economics, they pose a challenge to scientific thinking. Such challenges are by no means immediately or, in some cases, ever acclaimed by the scientific establishment. J. K. Galbraith, for example, a great American economist, whose works are read throughout the world, who introduced a whole range of crucially important concepts, the director of John F.

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