

'OSMOSIS'

The forms of innovation in Californian ideology:

The rhetorics, models and transformations of the start-up economy

In the collective imagination, Silicon Valley represents the epicentre of the changes generated by the digital revolution. The aim of the text is to investigate the type of innovation produced by the start-up economy through the exploration of its multiple declinations, in time and form. This monograph introduces an overview of the multifaceted character of this economy by showing its dynamics and operating practices, and the way in which the rhetorics of "entrepreneurs are everywhere", "fail fast, fail often", "disruptive innovation" and "competition is for losers" have influenced the emergence and diffusion of specific organisational configurations and entrepreneurship subjectivities. A model that today appears to be in crisis: from the Cambridge Analytica case to the power of GAFA (Google, Apple, Facebook and Amazon), from the growing criticism of financial investment logics to the competition with the Shenzhen district in China. Is the Californian myth waning?

Vincenzo Luise is a Research Fellow studying digital transformation in the Global South at the Department of Social Sciences of the University of Naples Federico II. He earned his Ph.D. in Sociology and Methodology of Social Research from the University of Milan. During his Post-Doc Fellowship he delved into the implications of digital nomadism and digital work, a theme he continued to explore as a Lecturer at the University of Stirling. His research focuses on the intersection of digital technologies, entrepreneurship, and societal impacts. He published in journals such as *Futures*, *Journal of Marketing Management* and *Sociologia del Lavoro* and his monograph on the startup economy with the EGEA - Bocconi University Press.

VINCENZO LUISE

25/07 _ 2 - 4 p.m.

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**Le forme
dell'innovazione
nell'Ideologia
Californiana**

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