



(1995). Business process reengineering and the commodification of managerial knowledge. *Journal of Marketing Management*: Vol. 11, No. 7, pp. 707-719.

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Business process reengineering and the commodification of ...

Abstract and Keywords. This entry presents an analysis of the commodification of knowledge and information in contemporary capitalism. We provide a consistent account of how information as a commodity effects the workings of both capitalism and of Marxist theory. The first part of the chapter critically revisits Marx's own writings on the commodification of knowledge and how the immaterial labor hypothesis initially interpreted these writings.

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Commodification of Knowledge and Information - Oxford ...

Within a capitalist economic system, commodification is the transformation of goods, services, ideas, nature, personal information and people into commodities or objects of trade. A commodity at its most basic, according to Arjun Appadurai, is "anything intended for exchange," or any object of economic value. Commodification is often criticised on the grounds that some things ought not to be treated as commodities—for example water, education, data, information, knowledge, human life, and ...

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Commodification - Wikipedia

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