

Contents

<i>Acknowledgements</i>	page x
<i>A note on the text</i>	xii
Introduction and agenda	1
1 The foundations of a project	16
Egoism, politics and society	18
Dutch republicans and French <i>dévots</i>	23
Medicine and morals	35
Toward a science of socialized man	49
2 Self-love and the civilizing process	62
The history of pride	63
Hutcheson's polemic and Hume's critique	75
Rhetoric and the emergence of civility	86
The French connection	96
Rousseau in Mandeville's shadow	105
3 Performance principles of the public sphere	116
Manners, morals and the Earl of Shaftesbury	117
Bishop Butler and the pursuit of happiness	126
<i>Theatrum mundi</i>	139
Henry Fielding at the Mandevillian masquerade	153
The discourse of the passions at its limits	168
4 A world of goods	175
From hypocrisy to emulation	175
Labor and luxury	184
<i>Homo economica</i> and her double	205
5 Imposing closure – Adam Smith's problem	219
Epilogue: <i>The Fable's</i> modern fate	237
<i>Bibliography</i>	250
<i>Index</i>	276