## Reimagining Prosperity

The historic task of the European Union (EU) today, this book argues, is to articulate and institute a new imaginary of prosperity. Imaginaries of prosperity integrate societies around the shared pursuit of a prosperous future, rendering 'political-economic' questions as the main preoccupation of politics. The new imaginary of prosperity in the EU must be able to provide answers to contemporary societal challenges while also conjuring a world in which people want to live. Through analyses of several policy fields, the book shows that the EU has already made modest strides in fostering more caring consumption, circular products and technologies, sustainable industry, and fairer corporate activity. But the EU must go further and faster if it hopes to respond effectively to Europe's problems, while arresting another descent into tribalism. This title is also available as Open Access on Cambridge Core.

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# Reimagining Prosperity

## Toward a New Imaginary of Law and Political Economy in the EU

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477 Williamstown Road, Port Melbourne, VIC 3207, Australia

314–321, 3rd Floor, Plot 3, Splendor Forum, Jasola District Centre,
New Delhi – 110025, India

103 Penang Road, #05-06/07, Visioncrest Commercial, Singapore 238467

Cambridge University Press is part of Cambridge University Press & Assessment,
a department of the University of Cambridge.

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www.cambridge.org
Information on this title: www.cambridge.org/9781009236225

DOI: 10.1017/9781009236195

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When citing this work, please include a reference to the DOI 10.1017/9781009236195

First published 2025

*A catalogue record for this publication is available from the British Library.*

*Library of Congress Cataloging-in-Publication Data*
Names: Bartl, Marija, author.
Title: Reimagining prosperity : toward a new imaginary of law and political economy in the EU / Professor Marija Bartl, University of Amsterdam.
Description: Cambridge, United Kingdom ; New York, NY : Cambridge University Press, 2024. | Series: Cambridge studies in European law and policy | Includes bibliographical references and index.
Identifiers: LCCN 2024023204 (print) | LCCN 2024023205 (ebook) | ISBN 9781009236225 (hardcover) | ISBN 9781009236171 (paperback) | ISBN 9781009236195 (epub)
Subjects: LCSH: Law–European Union countries. | Consumer protection–Law and legislation–European Union countries. | Sustainable development–Law and legislation–European Union countries. | Welfare economics. | Economic policy.
Classification: LCC KJE947 .B379 2024 (print) | LCC KJE947 (ebook) | DDC 341.242/2–dc23/eng/20240528
LC record available at https://lccn.loc.gov/2024023204
LC ebook record available at https://lccn.loc.gov/2024023205

ISBN 978-1-009-23622-5 Hardback
ISBN 978-1-009-23617-1 Paperback

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