The concept of mental health arose in a given era. It is a construction that fits into the interplay of present-day norms. Yet everything is done to ensure that we take mental health for granted, and that it is natural to deal with it socially and politically.

In their book *La Nouvelle Raison du monde. Essai sur la société néolibérale*, Pierre Dardot and Christian Laval trace the origins and current form of capitalism, which they call neoliberalism. Neoliberalism emerged in the mid-20th century as a break with classical liberalism. In particular, they demonstrate how Adam Smith's theory of the "invisible hand of the market", which was supposed to regulate the course of the capitalist world by itself, no longer corresponds to today's world. The revolution of neoliberalism consists in creating a framework within which individuals are said to be "free to choose" between a finite number of alternatives. This framework will consist of a series of norms produced by international institutions and states. Gradually, the logic of the market, which until then had traditionally applied to certain areas of society (trade, industry, etc.) while leaving others vacant (culture, education, health, etc.), was to impose the principle of competition on all areas of human life. This new neo-liberal norm introduced competition everywhere, even within states and individuals. Margaret Thatcher clearly unveils the method, which must involve the souls and individuality of the players: "Economics are the method. The object is to change the soul. Creating a new relationship between human beings and their inner selves is one of the challenges.

Using the tools of Foucauldian analysis to reflect on the creation of a neoliberal subjectivity, Dardot and Laval show that the normative system put in place is based on the figure of the self-entrepreneur. If everything is competition, every space becomes a business, no matter how small. Like any business, capital growth, investment and innovation are the watchwords that are applied so that performance and competitiveness become the goals of "governance". As such, the individual must manage his or her intimate spaces in the image of the self-entrepreneur he or she becomes within this normative framework. Once equipped with their health, cultural, social and intellectual capital, they enter the race to maximize their profits.

Mathieu Bellahsen, *La santé mentale : vers un bonheur sous contrôle*, 2014