PHILOSOPHY is known to be the love of wisdom. What is less well known is that it is an unhappy love. Wisdom doesn't give a damn about the lover. The reason is that the love of this two thousand five hundred year old lover is not sincere. He doesn't actually love wisdom, he loves the word, the concept. So his love is: philonomy: the love of the name. And the name of philosophy is misleadingly named. (2/2020)