



The Consumer Society Reader

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The Consumer Society Reader features a range of key works on the nature and evolution of consumer society. Included here is much-discussed work by leading critics such as Jean Baudrillard, Susan Bordo, Dick Hebdige, bell hooks, and Janice Radway. Also included is a full range of classics, such as Frankfurt School writers Adorno and Horkheimer on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; John Kenneth Galbraith's influential analysis of the "affluent society"; and Pierre Bourdieu on the notion of "taste."

"Consumer society--the 'air we breathe,' as George Orwell has described it--disappears during economic downturns and political crises. It becomes visible again when prosperity seems secure, cultural transformation is too rapid, or environmental disasters occur. Such is the time in which we now find ourselves. As the roads clog with gas-guzzling SUVs and McMansions proliferate in the suburbs, the nation is once again asking fundamental questions about lifestyle. Has 'luxury fever,' to use Robert Frank's phrase, gotten out of hand? Are we really comfortable with the 'Brand Is Me' mentality? Have we gone too far in pursuit of the almighty dollar, to the detriment of our families, communities, and natural environment? Even politicians, ordinarily impermeable to questions about consumerism, are voicing doubts... [and] polls suggest majorities of Americans feel the country has become too materialistic, too focused on getting and spending, and increasingly removed from long-standing non-materialist values." —From the introduction by Douglas B. Holt and Juliet B. Schor

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Jean Fuller:

Why? Because this The Consumer Society Reader is an unordinary book that the inside of the book waiting for you to snap this but latter it will distress you with the secret that inside. Reading this book beside it was fantastic author who also write the book in such amazing way makes the content within easier to understand, entertaining way but still convey the meaning totally. So , it is good for you because of not hesitating having this any more or you going to regret it. This book will give you a lot of advantages than the other book get such as help improving your talent and your critical thinking way. So , still want to hesitate having that book? If I were you I will go to the publication store hurriedly.

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