



The Consumer Society Reader

From Brand: New Press, The

[Download now](#)

[Read Online](#) 

The Consumer Society Reader From Brand: New Press, The

A unique and definitive reader on our "national passion"—buying stuff—and its consequences for American society. We are citizens, owners and workers, believers and heathens, but today more than anything else we are consumers. How this came to be and its consequences for us all is the subject of this pioneering reader on the rise—and continued rise—of consumerism. *The Consumer Society Reader* features a range of key works on the nature and evolution of consumer society. It includes classics such as the Frankfurt School writers Adorno, Horkheimer, and Marcuse on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; and John Kenneth Galbraith's influential analysis of the "affluent society." The book also includes much-discussed recent work by such leading critics as Pierre Bourdieu, Thomas Frank, bell hooks, Bill McKibben, and Janice Radway. A landmark in social criticism, *The Consumer Society Reader* is sure to become the standard book on the subject.

 [Download The Consumer Society Reader ...pdf](#)

 [Read Online The Consumer Society Reader ...pdf](#)

The Consumer Society Reader

From Brand: New Press, The

The Consumer Society Reader From Brand: New Press, The

A unique and definitive reader on our "national passion"—buying stuff—and its consequences for American society. We are citizens, owners and workers, believers and heathens, but today more than anything else we are consumers. How this came to be and its consequences for us all is the subject of this pioneering reader on the rise—and continued rise—of consumerism. *The Consumer Society Reader* features a range of key works on the nature and evolution of consumer society. It includes classics such as the Frankfurt School writers Adorno, Horkheimer, and Marcuse on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; and John Kenneth Galbraith's influential analysis of the "affluent society." The book also includes much-discussed recent work by such leading critics as Pierre Bourdieu, Thomas Frank, bell hooks, Bill McKibben, and Janice Radway. A landmark in social criticism, *The Consumer Society Reader* is sure to become the standard book on the subject.

The Consumer Society Reader From Brand: New Press, The Bibliography

- Sales Rank: #659208 in Books
- Brand: Brand: New Press, The
- Published on: 2000-08-01
- Original language: English
- Number of items: 1
- Dimensions: 9.21" h x 1.07" w x 6.14" l, 1.60 pounds
- Binding: Paperback
- 502 pages

 [Download The Consumer Society Reader ...pdf](#)

 [Read Online The Consumer Society Reader ...pdf](#)

Download and Read Free Online The Consumer Society Reader From Brand: New Press, The

Editorial Review

From Library Journal

Schor (economics of leisure studies, Tilburg Univ., Netherlands) and Holt (advertising and sociology, Univ. of Illinois) have collected an impressive array of articles treating the multifarious aspects of consumer society. The anthology gathers classic essays by Theodor W. Adorno, Max Horkheimer, John Kenneth Galbraith, Stuart Ewen, Pierre Bourdieu, and other familiar critics of consumption and supplements them with newer, lesser-known works. Topics range from Barry Manilow fan clubs and black Barbie dolls to Italian scooters and adman Bill Bernbach's groundbreaking publicity campaign for Volkswagen in the early Sixties. The result is a rich, complex portrait of commodity consumption in the United States and other parts of the Western world. In the end, the anthology lets the reader decide: does society empower consumers to purchase things that will increase their sense of well-being and individuality, or have we become slaves to global capitalism, buying things we do not need and in the process destroying the planet with our wasteful habits? Recommended for academic and larger public libraries. (Introduction not seen.) DAndrew Brodie Smith, Martin Luther King Jr. Memorial Lib., Washington, DC

Copyright 2000 Reed Business Information, Inc.

About the Author

Juliet B. Schor's research has focused on the economics of work, spending, environment, and the consumer culture. She is the author of *Born to Buy*, *The Overworked American*, and *The Overspent American*. Schor is senior lecturer on women's studies at Harvard University, as well as chair in the economics of leisure studies at Tilburg University in the Netherlands. She is a Guggenheim Fellowship recipient and a cofounder of the Center for a New American Dream, an organization devoted to ecologically and socially sustainable lifestyles.

Douglas B. Holt is assistant professor in the department of marketing at the University of Wisconsin-Madison.

Users Review

From reader reviews:

Edward Christensen:

This The Consumer Society Reader tend to be reliable for you who want to certainly be a successful person, why. The main reason of this The Consumer Society Reader can be on the list of great books you must have will be giving you more than just simple looking at food but feed an individual with information that might be will shock your preceding knowledge. This book is actually handy, you can bring it everywhere and whenever your conditions both in e-book and printed kinds. Beside that this The Consumer Society Reader giving you an enormous of experience including rich vocabulary, giving you trial run of critical thinking that we understand it useful in your day task. So , let's have it appreciate reading.

Lizzie Chandler:

The book with title The Consumer Society Reader contains a lot of information that you can understand it.

You can get a lot of advantage after read this book. This specific book exist new expertise the information that exist in this publication represented the condition of the world at this point. That is important to you to be aware of how the improvement of the world. This specific book will bring you within new era of the syndication. You can read the e-book with your smart phone, so you can read it anywhere you want.

Nancy Hunt:

Many people spending their moment by playing outside along with friends, fun activity using family or just watching TV the whole day. You can have new activity to spend your whole day by reading through a book. Ugh, you think reading a book will surely hard because you have to use the book everywhere? It okay you can have the e-book, delivering everywhere you want in your Cell phone. Like The Consumer Society Reader which is keeping the e-book version. So , try out this book? Let's notice.

Estella Pierre:

Don't be worry for anyone who is afraid that this book will filled the space in your house, you could have it in e-book technique, more simple and reachable. This particular The Consumer Society Reader can give you a lot of friends because by you considering this one book you have issue that they don't and make a person more like an interesting person. This specific book can be one of one step for you to get success. This publication offer you information that perhaps your friend doesn't realize, by knowing more than other make you to be great individuals. So , why hesitate? Let's have The Consumer Society Reader.

Download and Read Online The Consumer Society Reader From Brand: New Press, The #E6M7KJXGPR5

Read The Consumer Society Reader From Brand: New Press, The for online ebook

The Consumer Society Reader From Brand: New Press, The Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Consumer Society Reader From Brand: New Press, The books to read online.

Online The Consumer Society Reader From Brand: New Press, The ebook PDF download

The Consumer Society Reader From Brand: New Press, The Doc

The Consumer Society Reader From Brand: New Press, The Mobipocket

The Consumer Society Reader From Brand: New Press, The EPub

E6M7KJXGPR5: The Consumer Society Reader From Brand: New Press, The