

## The Overspent American Why We Want What We Dont Need

The labor movement's response to wages shows how American workers negotiated the transition from artisan to consumer, opening up new political possibilities for organized workers and creating contradictions that continue to haunt the labor movement today.

In *Shiny Objects*, a cross between *In Praise of Slowness* and *The Tipping Point*, consumer behavior expert Professor James A. Roberts takes us on a tour of America's obsession with consumerism—pointing out its symptoms, diagnosing specific problems, and offering a series of groundbreaking solutions. Roberts gives practical advice for how to correct the materialistic trends in our lives which lock us into a cycle of financial hardship and stress. *Shiny Objects*, a new *The Paradox of Choice* for the modern reader, is more than a critique of capitalism—it's also an exploration into how we can live happier, fuller, more productive lives today.

Previous editions of *Affluenza* described the early symptoms of the disease that led to a nearly fatal shutdown of all our financial systems in 2008. This new edition puts more focus on the behavior changes we need to make to be certain that the Great Recession does not become a prelude to something worse.

America is no longer a country but a multimillion-dollar brand, says Kalle Lasn and his fellow "culture jammers". The founder of *Adbusters* magazine, Lasn aims to stop the branding of America by changing the way information flows; the way institutions wield power; the way television stations are run; and the way the food, fashion, automobile, sports, music, and culture industries set agendas. With a courageous and compelling voice, Lasn deconstructs the advertising culture and our fixation on icons and brand names. And he shows how to organize resistance against the power trust that manages the brands by "uncooling" consumer items, by "dermarketing" fashions and celebrities, and by breaking the "media trance" of our TV-addicted age. A powerful manifesto by a leading media activist, *Culture Jam* lays the foundations for the most significant social movement of the early twenty-first century -- a movement that can change the world and the way we think and live. *Plenty*, Brian Ulrich's long-awaited first monograph, presents the photographers decade-long exploration of the shifting tectonic plates that make up American consumer society. Ulrich focuses, in part, on photographing the architectural legacies of a retail-driven economy in the midst of collapse shopping malls on the brink of demolition, empty big box stores, and other retail structures in transition. In depicting the disintegration of the former economic and social anchors of the American landscape, Ulrich does more than sketch the fraying surfaces of a shopping-obsessed culture. He has also created a series of clear-eyed yet sympathetic portraits of teenaged shoppers lost in reverie over a new pair of shoes, thrift-store mavens determined to find the best deal possible, and families desperately in search of that perfect purchase. Cinematic and utterly engrossing, these portraits are interspersed among the forlorn landscapes of empty parking lots and foreclosed malls. Tracing a palpable trajectory from irrational exuberance to debt-laden hangover, Ulrich has successfully managed to get under the skin of the current economic crisis, providing a sobering document both personal as well as sociologically astute of the American consumer psyche in the first decade of the twenty-first century. *Plenty* will accompany an exhibition of the same title at the Cleveland Museum of Art.

A groundbreaking statement about ecological decline, suggesting a radical change in how we think about consumer goods, value, and ways to live. In *True Wealth*, economist Juliet B. Schor rejects the sacrifice message, with the insight that social innovations and new technology can simultaneously enhance our lives and protect the planet. Schor shares examples of urban farmers, DIY renovators, and others working outside the conventional market to illuminate the path away from the work-and-spend cycle and toward a new world rich in time, creativity,

information, and community.

How the leisure class has been replaced by a new elite, and how their consumer habits affect us all In today's world, the leisure class has been replaced by a new elite. Highly educated and defined by cultural capital rather than income bracket, these individuals earnestly buy organic, carry NPR tote bags, and breast-feed their babies. They care about discreet, inconspicuous consumption—like eating free-range chicken and heirloom tomatoes, wearing organic cotton shirts and TOMS shoes, and listening to the Serial podcast. They use their purchasing power to hire nannies and housekeepers, to cultivate their children's growth, and to practice yoga and Pilates. In *The Sum of Small Things*, Elizabeth Currid-Halkett dubs this segment of society “the aspirational class” and discusses how, through deft decisions about education, health, parenting, and retirement, the aspirational class reproduces wealth and upward mobility, deepening the ever-wider class divide. Exploring the rise of the aspirational class, Currid-Halkett considers how much has changed since the 1899 publication of Thorstein Veblen's *Theory of the Leisure Class*. In that inflammatory classic, which coined the phrase “conspicuous consumption,” Veblen described upper-class frivolities: men who used walking sticks for show, and women who bought silver flatware despite the effectiveness of cheaper aluminum utensils. Now, Currid-Halkett argues, the power of material goods as symbols of social position has diminished due to their accessibility. As a result, the aspirational class has altered its consumer habits away from overt materialism to more subtle expenditures that reveal status and knowledge. And these transformations influence how we all make choices. With a rich narrative and extensive interviews and research, *The Sum of Small Things* illustrates how cultural capital leads to lifestyle shifts and what this forecasts, not just for the aspirational class but for everyone.

What we consume has become a central—perhaps the central—feature of modern life. Our economies live or die by spending, we increasingly define ourselves by our possessions, and this ever-richer lifestyle has had an extraordinary impact on our planet. How have we come to live with so much stuff, and how has this changed the course of history? In *Empire of Things*, Frank Trentmann unfolds the extraordinary story of our modern material world, from Renaissance Italy and late Ming China to today's global economy. While consumption is often portrayed as a recent American export, this monumental and richly detailed account shows that it is in fact a truly international phenomenon with a much longer and more diverse history. Trentmann traces the influence of trade and empire on tastes, as formerly exotic goods like coffee, tobacco, Indian cotton and Chinese porcelain conquered the world, and explores the growing demand for home furnishings, fashionable clothes and convenience that transformed private and public life. The nineteenth and twentieth centuries brought department stores, credit cards and advertising, but also the rise of the ethical shopper, new generational identities and, eventually, the resurgence of the Asian consumer. With an eye to the present and future, Frank Trentmann provides a long view on the global challenges of our relentless pursuit of more—from waste and debt to stress and inequality. A masterpiece of research and storytelling many years in the making, *Empire of Things* recounts the epic history of the goods that have seduced, enriched and unsettled our lives over the past six hundred years.

“A single source for what you need to know to put your financial house in order, an impressive piece of work, and very useful.” —Bob Clark, Editor-in-Chief, Dow Jones Investment Advisor Ric Edelman, America's most successful financial advisor, has revised and updated his classic personal finance bestseller to reflect the new global economic outlook. In his 4th edition of *The Truth About Money*, Edelman tells you everything you need to know about money—an essential, yet delightfully breezy and accessible, must-read manual for anyone who may have previously sought the financial wisdom of Suze Orman and Jean Chatzky. *The Truth About Money* is an indispensable guide to money matters from the man whom Barrons named the #1 independent financial advisor in the country.

Ads aimed at kids are virtually everywhere -- in classrooms and textbooks, on the Internet, even at slumber parties and the playground. Product placement and other innovations have introduced more subtle advertising to movies and television. Companies are enlisting children as guerrilla marketers, targeting their friends and families. Even trusted social institutions such as the Girl Scouts are teaming up with marketers. Drawing on her own survey research and unprecedented access to the advertising industry, New York Times bestselling author and leading cultural and economic authority Juliet Schor examines how a marketing effort of vast size, scope, and effectiveness has created "commercialized children." Schor, author of *The Overworked American* and *The Overspent American*, looks at the broad implications of this strategy. Sophisticated advertising strategies convince kids that products are necessary to their social survival. Ads affect not just what they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the conventional notion of causality: it's not just that problem kids become overly involved in the values of consumerism; it's that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of our children. Like Barbara Ehrenreich's *Nickel and Dimed*, Mary Pipher's *Reviving Ophelia*, and Malcolm Gladwell's *The Tipping Point*, *Born to Buy* is a major contribution to our understanding of a contemporary trend and its effects on the culture.

*The Responsible Company*, by Yvon Chouinard, founder and owner of Patagonia, and Vincent Stanley, co-editor of its *Footprint Chronicles*, draw on the their 40 years' experience at Patagonia – and knowledge of current efforts by other companies – to articulate the elements of responsible business for our time. Patagonia, named by *Fortune* in 2007 as the coolest company on the planet, has earned a reputation as much for its ground-breaking environmental and social practices as for the quality of its clothes. In this exceptionally frank account, Chouinard and Stanley recount how the company and its culture gained the confidence, by step and misstep, to make its work progressively more responsible, and to ultimately share its discoveries with companies as large as Wal-Mart or as small as the corner bakery. In plain, compelling prose, the authors describe the current impact of manufacturing and commerce on the planet's natural systems and human communities, and how that impact now forces business to change its ways. *The Responsible Company* shows companies how to reduce the harm they cause, improve the quality of their business, and provide the kind of meaningful work everyone seeks. It concludes with specific, practical steps every business can undertake, as well as advice on what to do, in what order. This is the first book to show companies how to thread their way through economic sea change and slow the drift toward ecological bankruptcy. Its advice is simple but powerful: reduce your environmental footprint (and its skyrocketing cost), make legitimate products that last, reclaim deep knowledge of your business and its supply chain to make the most of opportunities in the years to come, and earn the trust you'll need by treating your workers, customers and communities with respect.

*America Beyond Capitalism* is a book whose time has come. Gar Alperovitz's expert diagnosis of the long-term structural crisis of the American economic and political system is accompanied by detailed, practical answers to the problems we face as a society. Unlike many books that reserve a few pages of a concluding chapter to offer generalized, tentative solutions, Alperovitz marshals years of research into emerging "new economy" strategies to present a comprehensive picture of practical bottom-up efforts currently underway in thousands of communities across the United States. All democratize wealth and empower communities, not corporations: worker-ownership, cooperatives, community land trusts, social enterprises, along with many supporting municipal, state and longer term federal strategies as well. *America Beyond Capitalism* is a call to arms, an eminently practical roadmap for laying foundations to change a faltering system that increasingly fails

to sustain the great American values of equality, liberty and meaningful democracy.

Global Values 101 grew out of one of the most popular courses ever offered at Harvard University, in which some of the most original thinkers of our day sat down with students and explored how ideas have made them-and can make us-more engaged, involved, and compassionate citizens. In these engrossing, essay-length interviews, which address the topics of war, religion, the global economy, and social change, Amy Goodman, host of the popular radio program Democracy Now, speaks about the role of the independent media as gatekeeper and witness; Lani Guinier, author of Tyranny of the Majority, reveals that students' SAT scores more accurately describe the kind of car their parents drive than the grades they will earn in college and shows the way to a more equitable college admissions system; Howard Zinn, author of A People's History of the United States, explores the American Dream and exposes the myth of the "good war"; economist Juliet Schor, author of Born to Buy and The Overspent American, explains why Americans are willing to sacrifice quality of life to attain financial success; former "mall rat" Naomi Klein, author of No Logo: Taking Aim at the Brand Bullies, urges readers to go global while fighting global conglomerates; and Katha Pollitt, author of Reasonable Creatures: Essays on Women and Feminism, employs her incisive wit to explore what it really means to be a feminist in the Twenty First century. For anyone who has been moved by idealism and longed to become a more proactive citizen, this collection offers a range of stories on how progressive ethics can inform, inspire, and ultimately transform lives.

Explores the origins, causes, and symptoms of Affluenza, society's compulsive desire to acquire, and discusses such treatment as strengthening immunity against advertising and minimizing the side-effects of over-consumption.

A study of how materialism and consumerism undermine our quality of life. In The High Price of Materialism, Tim Kasser offers a scientific explanation of how our contemporary culture of consumerism and materialism affects our everyday happiness and psychological health. Other writers have shown that once we have sufficient food, shelter, and clothing, further material gains do little to improve our well-being. Kasser goes beyond these findings to investigate how people's materialistic desires relate to their well-being. He shows that people whose values center on the accumulation of wealth or material possessions face a greater risk of unhappiness, including anxiety, depression, low self-esteem, and problems with intimacy—regardless of age, income, or culture. Drawing on a decade's worth of empirical data, Kasser examines what happens when we organize our lives around materialistic pursuits. He looks at the effects on our internal experience and interpersonal relationships, as well as on our communities and the world at large. He shows that materialistic values actually undermine our well-being, as they perpetuate feelings of insecurity, weaken the ties that bind us, and make us feel less free. Kasser not only defines the problem but proposes ways we can change ourselves, our families, and society to become less materialistic.

Your Guide to Wealth and Success Live your wealthiest life: Sometimes the best way to stick it to the man is by doing well for yourself. There's just one problem: it's hard to do well for yourself when systemic oppression has placed innumerable hurdles between you and your aspirations. The Feminist Financial Handbook provides real motivation and resources for real women who may be struggling—not only those who have already accumulated wealth. Overcome obstacles: The Feminist Financial Handbook provides actionable tips for women in business to overcome these obstacles without dulling the visceral experience of the real-life struggles women face as they try to master their money management and their lives. Because women's experiences don't exist in a vacuum relegated to their gender, the handbook explores financial issues with anecdotes and perspectives of women of different races, sexual orientations and abilities. Find the answers to your money questions: Whether you want to learn more about general financial planning principles, like saving or earning a higher income, or delve into issues that disproportionately affect women, like the wage gap or the long road to economic recovery after experiencing domestic

violence, The Feminist Financial Handbook has stories and advice from women who have been there, worked through the struggle, and achieved personal success. Learn from the frontrunner of the Femme Frugality blog: Written in the same passionate tone that has made Femme Frugality a two-time nominee for Best Women's Finance Blog, The Feminist Financial Handbook acknowledges the financial struggles and oppression modern women face while providing actionable steps to live your wealthiest life and achieve personal success. The Feminist Financial Handbook presents a feminist view on finances relevant to a post-Recession economy. This book will walk you through how to:

- Decide what wealth and success means for you
- Learn how to earn more and negotiate effectively
- Master manageable money-saving methods

The Overspent American explores why so many of us feel materially dissatisfied, why we work staggeringly long hours and yet walk around with ever-present mental "wish lists" of things to buy or get, and why Americans save less than virtually anyone in the world. Unlike many experts, Harvard economist Juliet B. Schor does not blame consumers' lack of self-discipline. Nor does she blame advertisers. Instead she analyzes the crisis of the American consumer in a culture where spending has become the ultimate social art.

"Garon's insightful and provocative new book couldn't be more important, and couldn't be more timely. The prosperity of Americans, and America, now depends on creating a nation of savers and investors, and Garon shows us the way by bringing the experience and lessons of nations worldwide right into our hands."--Ray Boshara, senior fellow, "New America Foundation."

Looks at the way corporations and advertisers target children as a profitable demographic, as well as their methods for getting past parental safeguards to make products of all kinds appeal directly to even the youngest children.

This pathbreaking book explains why, contrary to all expectations, Americans are working harder than ever. Juliet Schor presents the astonishing news that over the past twenty years our working hours have increased by the equivalent of one month per year—a dramatic spurt that has hit everybody: men and women, professionals as well as low-paid workers. Why are we—unlike every other industrialized Western nation—repeatedly "choosing" money over time? And what can we do to get off the treadmill?

Coke adds life. Just do it. Yo quiero Taco Bell. We live in a commercial age, awash in a sea of brand names, logos, and advertising jingles—not to mention commodities themselves. Are shoppers merely the unwitting stooges of the greedy producers who will stop at nothing to sell their wares? Are the producers' powers of persuasion so great that resistance is futile? James Twitchell counters this assumption of the used and abused consumer with a witty and unflinching look at commercial culture, starting from the simple observation that "we are powerfully attracted to the world of goods (after all, we don't call them 'bads')." He contends that far from being forced upon us against our better judgment, "consumerism is our better judgment." Why? Because increasingly, store-bought objects are what hold us together as a society, doing the work of "birth, patina, pews, coats of arms, house, and social rank"—previously done by religion and bloodline. We immediately understand the connotations of status and identity exemplified by the Nike swoosh, the Polo pony, the Guess? label, the DKNY logo. The commodity alone is not what we are after; rather, we actively and creatively want that logo and its signification—the social identity it bestows upon us. As Twitchell

summarizes, "Tell me what you buy, and I will tell what you are and who you want to be." Using elements as disparate as the film *The Jerk*, French theorists, popular bumper stickers, and *Money* magazine to explore the nature and importance of advertising lingo, packaging, fashion, and "The Meaning of Self," Twitchell overturns one stodgy social myth after another. In the process he reveals the purchase and possession of things to be the self-identifying acts of modern life. Not only does the car you drive tell others who you are, it lets you know as well. The consumption of goods, according to Twitchell, provides us with tangible everyday comforts and with crucial inner security in a seemingly faithless age. That we may find our sense of self through buying material objects is among the chief indictments of contemporary culture. Twitchell, however, sees the significance of shopping. "There are no false needs." We buy more than objects, we buy meaning. For many of us, especially in our youth, Things R Us.

Many of today's most troubling environmental and economic issues have come to seem insoluble: carbon emissions, overshoot, inequality, joblessness, and a dysfunctional food system. Can we change direction, move away from business as usual, and achieve a more sustainable, empowering, and humane economy? Through a fascinating array of illuminating case studies, this hope-filled book affirms that we can. In locations across the United States and around the globe, local participants are forging their own versions of small-scale, low-footprint, high-satisfaction lifestyles and communities. From raw-milk consumers and members of alternative agricultural initiatives to time bankers, artisan producers in the Aude region of France, and bicycle mechanics on the South Side of Chicago, individuals and small groups are exploring the practice of plenitude. Their efforts demonstrate how social and economic transformation happens and suggest new paths toward larger-scale change and a richer quality of life for all.

Management & Workplace Culture Book of the Year, 2020 Porchlight Business Book Awards A Publishers Weekly Fall 2020 Big Indie Book The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, *After the Gig* dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

When your smartphone, your ipad, and itouch drive you to distraction, technology and psychology expert looks at the stress and illness that our constantly connected world has created and offers solutions.

In this wide-ranging and perceptive work of cultural criticism, Joseph Heath and Andrew Potter shatter the most important myth that

dominates much of radical political, economic, and cultural thinking. The idea of a counterculture -- a world outside of the consumer-dominated world that encompasses us -- pervades everything from the antiglobalization movement to feminism and environmentalism. And the idea that mocking or simply hoping the "system" will collapse, the authors argue, is not only counterproductive but has helped to create the very consumer society radicals oppose. In a lively blend of pop culture, history, and philosophical analysis, Heath and Potter offer a startlingly clear picture of what a concern for social justice might look like without the confusion of the counterculture obsession with being different.

The story of the notorious Jewish gangster who ascended from impoverished beginnings to the glittering Las Vegas strip "[A] brisk-reading chronicle of Siegel's life and crimes."—Tom Nolan, Wall Street Journal "Fast-paced and absorbing. . . . With a keen eye for the amusing, and humanizing detail, [Shnayerson] enlivens the traditional rise-and-fall narrative."—Jenna Weissman Joselit, New York Times Book Review In a brief life that led to a violent end, Benjamin "Bugsy" Siegel (1906–1947) rose from desperate poverty to ill-gotten riches, from an early-twentieth-century family of Ukrainian Jewish immigrants on the Lower East Side to a kingdom of his own making in Las Vegas. In this captivating portrait, author Michael Shnayerson sets out not to absolve Bugsy Siegel but rather to understand him in all his complexity. Through the 1920s, 1930s, and most of the 1940s, Bugsy Siegel and his longtime partner in crime Meyer Lansky engaged in innumerable acts of violence. As World War II came to an end, Siegel saw the potential for a huge, elegant casino resort in the sands of Las Vegas. Jewish gangsters built nearly all of the Vegas casinos that followed. Then, one by one, they disappeared. Siegel's story laces through a larger, generational story of eastern European Jewish immigrants in the early- to mid-twentieth century.

"A manual for fixing our culture... In writing that is elegant and penetratingly simple, [hooks] gives voice to some things we may know in our hearts but need an interpreter like her to process."—Black Issues Book Review New York Times bestselling author, acclaimed visionary and cultural critic bell hooks continues her exploration of the meaning of love in contemporary American society, offering groundbreaking, critical insight about Black people and love. Written from both historical and cultural perspectives, *Salvation* takes an incisive look at the transformative power of love in the lives of African Americans. Whether talking about the legacy of slavery, relationships and marriage in Black life, the prose and poetry of Martin Luther King, Jr., James Baldwin, and Maya Angelou, the liberation movements of the 1950s, 60s, and 70s, or hip hop and gangsta rap culture, hooks lets us know what love's got to do with it. Combining the passionate politics of W.E.B. DuBois with fresh, contemporary insights, hooks brilliantly offers new visions that will heal our nation's wounds from a culture of lovelessness. Her writings on love and its impact on race, class, family, history, and popular culture will help us heal and create beloved American communities.

An in-depth look at the corruption of the "American Dream," the follow-up to the *Overworked American* examines the consumer lives of Americans and the pitfalls of "keeping up with the Joneses." Schor explains how and why the purchases of others in our social and professional communities can put pressure on us to spend more than we can afford to, how television viewing can undermine our ability to save, and why even households with good incomes have taken on so much debt for so many products they don't need and often don't even want.

From #1 New York Times bestselling author Senator Elizabeth Warren and consultant Amelia Warren Tyagi, the classic book about America's middle class -- and why economic security remains out of reach for many. In this exposé, Elizabeth Warren and Amelia Warren Tyagi show that modern middle-class families are increasingly trapped by the grinding reality of flat wages and rising costs. Warren and Tyagi

reveal how a ferocious bidding war for housing and education has silently engulfed America's suburbs, driving up the cost of keeping families in the middle class, and placing unprecedented pressure on hard-working families. Revolutionary when it was first published in 2003, *The Two-Income Trap* remains disturbingly relevant today. Now with a new introduction by the authors, *The Two Income Trap* shows why the usual remedies won't solve the problem and points toward the policy changes that would create better opportunities for both parents and children.

CHINATOWN, U.S.A.: a state of mind, a world within a world, a neighborhood that exists in more cities than you might imagine. Every day, Americans find "something different" in Chinatown's narrow lanes and overflowing markets, tasting exotic delicacies from a world apart or bartering for a trinket on the street -- all without ever leaving the country. It's a place that's foreign yet familiar, by now quite well known on the Western cultural radar, but splitting the difference still gives many visitors to Chinatown the sense, above all, that things are not what they seem -- something everyone in popular culture, from Charlie Chan to Jack Nicholson, has been telling us for decades. And it's true that few visitors realize just how much goes on beneath the surface of this vibrant microcosm, a place with its own deeply felt history and stories of national cultural significance. But Chinatown is not a place that needs solving; it's a place that needs a more specific telling. In *American Chinatown*, acclaimed travel writer Bonnie Tsui takes an affectionate and attentive look at the neighborhood that has bewitched her since childhood, when she eagerly awaited her grandfather's return from the fortune-cookie factory. Tsui visits the country's four most famous Chinatowns -- San Francisco (the oldest), New York (the biggest), Los Angeles (the film icon), Honolulu (the crossroads) -- and makes her final, fascinating stop in Las Vegas (the newest; this Chinatown began as a mall); in her explorations, she focuses on the remarkable experiences of ordinary people, everyone from first-to fifth-generation Chinese Americans. *American Chinatown* breaks down the enigma of Chinatown by offering narrative glimpses: intriguing characters who reveal the realities and the unexpected details of Chinatown life that American audiences haven't heard. There are beauty queens, celebrity chefs, immigrant garment workers; there are high school kids who are changing inner-city life in San Francisco, Chinese extras who played key roles in 1940s Hollywood, new arrivals who go straight to dealer school in Las Vegas hoping to find their fortunes in their own vision of "gold mountain." Tsui's investigations run everywhere, from mom-and-pop fortune-cookie factories to the mall, leaving no stone unturned. By interweaving her personal impressions with the experiences of those living in these unique communities, Tsui beautifully captures their vivid stories, giving readers a deeper look into what "Chinatown" means to its inhabitants, what each community takes on from its American home, and what their experience means to America at large. For anyone who has ever wandered through Chinatown and wondered what it was all about, and for Americans wanting to understand the changing face of their own country, *American Chinatown* is an all-access pass.

At a moment of ecological decline and continuing financial uncertainty, best-selling author and economist Juliet Schor offers a revolutionary strategy for changing how we think about consumer goods, intrinsic value, and ways to live. *Earth, we have a problem*: humans are degrading the planet far faster than they are regenerating it. This is leading to increasingly expensive food, energy, transport, and consumer goods. As well, the economic downturn that has accompanied the ecological crisis has led to another type of scarcity: incomes, jobs, and credit are also in short supply. But our usual way back to growth — a debt-financed consumer boom — is no longer an option that our households or our planet can afford. *Plenitude* deals with these challenges by putting the need for sustainability at the core of its response. But this is not a paradigm of sacrifice being offered — instead, it's an argument that, through a major shift to new sources of wealth, green technologies, and different ways of living, we can become better off and more economically secure. Around the world, small groups of people

are already busy creating lifestyles that offer a way out of the work-and-spend cycle. These pioneers' lives are scarce in conventional consumer goods, but rich in the newly abundant resources of time, information, creativity, and community. This trend represents a movement away from the conventional market, and offers a way toward an efficient, rewarding life. Plenitude is a road map for the next two decades. In encouraging us to value our gifts — nature, community, intelligence, and time — Schor offers all of us the opportunity to participate in creating a world of enduring wealth and well-being.

In celebration of the 10th anniversary of the landmark book *Freakonomics* comes this curated collection from the most readable economics blog in the universe. It's the perfect solution for the millions of readers who love all things *Freakonomics*. Surprising and erudite, eloquent and witty, *When to Rob a Bank* demonstrates the brilliance that has made the *Freakonomics* guys an international sensation, with more than 7 million books sold in 40 languages, and 150 million downloads of their *Freakonomics* Radio podcast. When *Freakonomics* was first published, the authors started a blog—and they've kept it up. The writing is more casual, more personal, even more outlandish than in their books. In *When to Rob a Bank*, they ask a host of typically off-center questions: Why don't flight attendants get tipped? If you were a terrorist, how would you attack? And why does KFC always run out of fried chicken? Over the past decade, Steven D. Levitt and Stephen J. Dubner have published more than 8,000 blog posts on *Freakonomics.com*. Many of them, they freely admit, were rubbish. But now they've gone through and picked the best of the best. You'll discover what people lie about, and why; the best way to cut gun deaths; why it might be time for a sex tax; and, yes, when to rob a bank. (Short answer: never; the ROI is terrible.) You'll also learn a great deal about Levitt and Dubner's own quirks and passions, from gambling and golf to backgammon and the abolition of the penny.

Juliet Schor breaks a taboo by exposing Americans' shopping habits to moral society. Schor disapproves of unfettered private consumption, not only because we already use up so much, but also because overspending to bolster a sense of self does not lead to happiness. Along with her critique, Schor suggests intriguing ideas for making 'status' goods accessible for all—for example, imposing high taxes on expensive items to subsidize lines of affordable 'luxury' goods. A firestorm of responses follow from economist Robert Frank and others. The New Democracy Forum is a series of short paperback originals exploring creative solutions to our most urgent national concerns. "A civic treasure. . . . A truly good idea, carried out with intelligence and panache."  
--Robert Pinsky

Innovative readings and blog posts show how sociology can help us understand everyday life.

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

An illuminating social and political history describes how mass consumption and the pursuit of prosperity transformed American life during the second half of the twentieth century, detailing the rise of political activism through the civil rights and consumer movements, the suburbanization of metropolitan areas, the changing relationship of Americans with government, and more. Reprint. 15,000 first printing.

The co-founders of the Tea Party Patriots, Inc. trace the political movement's story since its creation in 2009 while outlining its commitment to specific patriotic agendas and recommendations for restoring America to a position of global superiority. Presenting a range of perspectives on advertising in a global society, this Second Edition of *Controversies in Contemporary Advertising*, by Kim Bartel Sheehan, examines economic, political, social, and ethical perspectives and covers a number of topics including stereotyping, controversial products, consumer culture, and new technology. The book is divided equally between macro and micro issues, providing a balanced portrait of the role advertising has in society today. Author Kim Bartel Sheehan's work recognizes the plurality of opinions towards advertising, allowing the reader to form and analyze their own judgments. It encourages readers to obtain a critical perspective on advertising issues.

Offering a new understanding of low-wage immigrants (mostly from Latin America) who have become the foundation for service and leisure work in a famous resort, and of the recent history of the ski industry, Park and Pellow expose the ways in which Colorado boosters have reshaped the landscape and ecosystems in the pursuit of profit.

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