Read Free The Conquest Of Cool Business Culture

The Conquest Of Cool Business Culture | a31a19123b4fdd6e5d362abc4a2a40a0

Conquest

The enemy were overpowered and took to flight. The Romans pursued as far as their strength enabled them to run between 58 and 50 BC. Julius Caesar conquered most of the area now covered by France, Belgium and Switzerland, and invaded Britain twice, and the Conquest of Gaul is his record of these campaigns. Caesar’s narrative offers insights into his military strategy and paints a fascinating picture of his encounters with the inhabitants of Gaul and Britain, as well as lively portraits of the rebel leaders Vercingetorix and other Gallic chieftains. The Conquest of Gaul can also be read as a piece of political propaganda, as Caesar sets down his version of events for the Roman public, knowing he faces civil war on his return to Rome. Revised and updated by Jane Gardner, S. A. Handford’s translation brings Caesar’s lucid and exciting account to life for modern readers. This volume includes a glossary of persons and places, maps, appendices and suggestions for further reading.

Rendezvous with Oblivion

First major exploration of a ground-breaking new technique for actors and theatre artists.

Otto Neurath

A “blistering exposé” of the USA’s secret history of financial, political, and cultural exploitation of Latin America in the 20th century, with a new introduction (Publishers Weekly). What happened when a wealthy industrialist and a visionary evangelist unleashed forces that joined to subjugate an entire continent? Historians Gerard Colby and Charlotte Dennett tell the story of the forty-year campaign led by Standard Oil scion Nelson Rockefeller and Wycliffe Bible Translators founder William Cameron Townsend to establish a US imperial beachhead in Central and South America. Beginning in the 1940s, future Vice President Rockefeller worked with the CIA and allies in the banking industry to prop up repressive governments, devastate the Amazon rain forest, and destabilize local economies—all in the name of anti-Communism. Meanwhile, Townsend and his army of missionaries sought to undermine the belief systems of the region’s indigenous peoples and convert them to Christianity. Their combined efforts would have tragic and long-lasting repercussions, argue the authors of this “well-documented” (Los Angeles Times) book—the product of research—which legendary progressive historian Howard Zinn called “an extraordinary piece of investigative history. Its message is powerful, its data overwhelming and impressive.

A Random Coloring Book

Finalist for the Cundill History Prize ONE OF PRESIDENT BARACK OBAMA’S FAVORITE BOOKS OF THE YEAR NAMED A BEST BOOK OF THE YEAR BY THE Wall Street Journal and NPR. Superb, vivid and richly detailed story worth reading by everyone.” –The New York Times Book Review From the bestselling author of Return of a King, the story of how the East India Company took over large swathes of Asia, and the devastating results of the corporation running a country. In August 1765, the East India Company defeated the young Mughal emperor and set up, in his place, a government run by English traders who collected taxes through means of a private army. The creation of this new government marked the moment that the East India Company ceased to be a conventional company and became something much more unusual: an international corporation transformed into an aggressive colonial power. Over the course of the next 47 years, the company’s reach grew until almost all of India south of Delhi was effectively ruled from a boardroom in the city of London. The Anarchy tells the story of India’s most important revolutions: how the Mughal Empire, which dominated world trade and manufacturing and possessed almost unlimited resources, fell apart and was replaced by a multinational corporation based thousands of miles overseas, and answerable to shareholders, most of whom had never even seen India and no idea about the country whose wealth was providing their dividends. Using previously untapped sources, Dalrymple tells the story of the East India Company as it has never been told before and provides a portrait of the devastating results from the abuse of corporate power. Bronze Medal in the 2020 Arthur Ross Book Award

Commodity Y our Dissent: Salvos from The Baffler

Depicts a world where humanity has been conquered by oppressive alien forces and where a group of increasingly powerful young rebels is assisted by an alien ruler’s daughter, who risks her life after falling in love with a human.

The Book of Cool

A NEW YORK TIMES NOTABLE BOOK. It is 1902 and Buffalo, New York, stands at the center of the nation’s attention as a place of immense wealth and sophistication. The massive hydroelectric power development at nearby Niagara Falls and the grand Pan-American Exposition promise to bring the Great Lakes “city of light” even more remote. Against this rich historical backdrop lives Louisa Barrett, the attractive, articulate headmistress of the Macaulay School for Girls. Protected by its powerful all-male board, “Miss Barrett” is treated as an equal by the men who control the life of the city. Louisa’s unique relationship with these titans of business, Louisa feels secure in her position, until a mysterious death at the power plant triggers a sequence of events that forces her to return to a past she has struggled to conceal, and to question everything and everyone she holds dear. Both observer and participant, Louisa Barrett guides the reader through the culture and conflicts of a time and place where immigrant factory workers and nature conservationists protest violently to industrialists, where presidents break political deals, where wealthy “Nepenthe” fight for recognition and equality, and where women struggle to thrive in a system that allows them little freedom. Wrought with remarkable depth and intelligence, City of Light remains a work completely of its own era, and of ours as well. A stirring literary accomplishment, Lauren Belfer’s first novel marks the debut of a fresh voice for the new millennium and heralds a major publishing event.

The Book of Judges

A midst the recent flourishing of Sixties scholarship, I imagine Nation is the first collection to focus solely on the counterculture. Its fourteen provocative essays seek to unearth the complexity and rediscover the society-changing power of significant movements and figures.

True Professionalism

Amerians want it both ways. They are committed to cultural diversity, yet demand an endless variety of cheap consumer goods from a global system that destroys distinct ways of life. In this groundbreaking work, David Steigerwald argues that Americans have papered over this paradox by embracing the rhetoric of diversity and multiculturalism, which hides the extent to which they have accepted homogenized ways of working and living.

Cool Capitalism

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With his acclaimed wit and acuity, Thomas Frank turns his eye on the “thirty-year backlash” — the common man’s revolt against a supposedly liberal establishment. He charts the Republican Party’s success in building the most unnatural of alliances: between blue-collar M owdowners and Wall Street business interests; between workers and bosses; between populist and right-wingers. Taking the state of Kansas as a paradigm, Frank describes how a place famous for its radicalism became one of the most conservative states in the union. He also seeks to answer some broader riddles: why do so many Americans vote against their economic and social interests? And whatever happened to middle-American progressivism? Frank reveals the true story, showing how voters have been persuaded to elevate “values” and down-home qualities above hard questions of policy. A brilliant analysis, and funny to boot, What’s the Matter with America? presents a critical assessment of the state of America today.

**Nation of Rebels**

The story of a long-neglected giant in the history of the information age, Otto Neurath was a philosopher who wanted to supersede philosophy, a museum administrator who despised convention museums, a sociologist who distrusted sociological methods and a city planner who was critical of the city.

**One Market Under God**

Bertrand A. Anker William Russell, (18 May 1872 – 2 February 1970) was a British philosopher, logician, mathematician, historian, writer, social critic and political activist. At various points in his life he considered himself a liberal, a socialist, and a pacifist. In the early 20th century, Russell led the British “revolt against idealism.” He is considered one of the founders of analytic philosophy along with his predecessor Gottlob Frege, colleagues G. E. Moore, and his protégé Ludwig Wittgenstein. He is widely held to be one of the 20th century’s premier logicians.

With A. N. Whitehead he wrote Principia Mathematica, an attempt to create a logical basis for mathematics. His philosophical essay “On Describing” has been considered a “paradigm of philosophy.” His work has had a considerable influence on logic, mathematics, set theory, artificial intelligence, science, philosophy, especially the philosophy of language, epistemology, and metaphysics.

**The Conquest of Happiness**

This book considers the detrimental changes that have occurred to the institution of the university, as a result of the withdrawal of state funding and the imposition of neoliberal market reforms on higher education. It argues that universities have lost their way, and are currently drowning in an impenetrable mush of economic babble, spurious spin-offs of zombie economics, management-speak and militaristic-corporate jargon. John Smyth provides a trenchant and excoriating analysis of how universities have enveloped themselves in synthetic and meaningless marketing hype, and explains what this has done to academic work and the culture of universities — specifically, how it has degraded higher education and exacerbated social inequalities among both staff and students. Finally, the book explores how we might commence a reclamation. It should be essential reading for students and researchers in the fields of education and sociology, and anyone interested in the current state of university management.

**What’s the Matter with America?**

A time to reflect on my seventy years of life. Maybe some folks will be interested in my life and the folks I have met, or maybe not. This is a non-traditional memoir, filled with alphabetical vignettes not chronological ones. I have made a foray into fiction with an asterisk: in those cases where I have marked the vignette as fictional, it might be 100 percent not true, but in many cases I knew of, was part of, or heard from others about the story itself. At any rate, the entire book is my recollection of things past, and as in all recollections, the more distant the memory the clearer the details.

**The Conquest of Cool**

In a book that has been raising hackles far and wide, the social critic Thomas Frank skewers one of the most sacred cows of the go-go ’90s: the idea that the new free-market economy is good for everyone. Frank’s target is “market populism” — the widely held belief that markets are a more democratic form of organization than democratically elected governments. Refuting the idea that billionaire CEOs are looking out for the interests of the little guy, he argues that “the great euphoria of the late nineties was never as much the interest of the good times as it was the piddly triumph of one America over another.” Frank is a latter-day Mierschen, as readers of his journal The Baffler and his book The Conquest of Cool know. With incisive analysis, passionate advocacy, and razor-sharp wit, he asks where we are headed—and whether we're going to like it when we get there.

**The Viewpoints Book**

One of “our most insightful social observers” cracks the great political mystery of our time: how conservatism, once a mark of class privilege, became the creed of millions of ordinary Americans. With his acclaimed wit and acuity, Thomas Frank turns his eye on what he calls the “thirty-year backlash” — the populist revolt against a supposedly liberal establishment. The high point of that backlash is the Republican Party’s success in building the most unnatural of alliances: between blue-collar M owdowners and Wall Street business interests; between workers and bosses; between populists and right-wingers. In asking “what’s the matter with Kansas?”, how a place famous for its radicalism became one of the most conservative states in the union — Frank, a native Kansasan and sometime Repulican, seeks to answer some broader American riddles: Why do so many of us vote against our economic interests? Where’s the outrage at corporate manipulators? And whatever happened to middle-American progressivism? The questions are urgent as well as provocative. Frank answers them by examining pop conservatism — the bestsellers, the radio talk shows, the vicious political cartoon — and showing how our long cultural wars have left us with an electorate far more concerned with their leaders’ “values” and down-home qualities than with their stands on hard questions of policy. A brilliant analysis, and funny to boot — What’s the Matter with Kansas? presents a critical assessment of who we are, while telling a remarkable story of how a group of frat boys, lawyers, and CEOs came to convince a nation that they spoke on behalf of the People. *Los Angeles Times*

**The Rebel Sell**

While the youth counterculture remains the most evocative and best-remembered symbol of the cultural ferment of the 1960s, the revolution that shook a American business during those boom years has gone largely unremarked. In this fascinating and revealing study, Thomas Frank shows how the youthful revolutionaries were joined—and even anticipated—by such unlikely allies as the advertising industry and the men’s clothing business. [Thomas Frank is] perhaps the most provocative young cultural critic of the twenty-first century. Americans have increasingly confused gentility with conformity, irony with protest, and an extended cultural war and its hardened leaders “values” and down-home qualities than with their stands on hard questions of policy. A brilliant analysis, and funny to boot—What’s the Matter with Kansas presents a critical assessment of who we are, while telling a remarkable story of how a group of frat boys, lawyers, and CEOs came to convince a nation that they spoke on behalf of the People. *Los Angeles Times*

**Rising Sun**

Are some technically competent professionals who work hard and long hours ‘true professionals’ or are they just cruisers? In this deeply illuminating call to arms, David Maister, the world’s premier consultant to professional service firms, vigorously challenges individuals to examine closely the meaning of their work and reach beyond their grasp. The pursuit of the highest standards, Maister argues, is the primary road to commercial success. He presents a visionary reconfiguration of professionalism that encompasses a
The Conquest of Cool

In a novel set within the arena of volatile Japanese-American relations, business moguls compete for control of the international electronics industry.

The Conquest of Cool

For four hundred years—from the first Spanish assaults against the Arawak people of Hispaniola in the 1490s to the U.S. Army massacre of Siouan Indians at Wounded Knee in the 1890s—the indigenous inhabitants of North and South America endured an unending freedom of violence. During that time the native population of the Western Hemisphere declined by as many as 100 million people. Indeed, as historian David E. Stannard argues in this stunning new book, the European and white American destruction of the native peoples of the Americas was the most massive act of genocide in the history of the world. Stannard begins with a portrait of the enormous richness and diversity of life in the Americas prior to Columbus’s fateful voyage in 1492. He then follows the path of genocide from the Indies to Mexico and Central and South America, then north to Florida, Virginia, and New England, and finally out across the Great Plains and Southwest to California and the North Pacific Coast. Stannard reveals that wherever Europeans or white Americans went, the native people were caught between imported plagues and barbarous atrocities, typically resulting in the annihilation of 95 percent of their populations. What kind of people, he asks, do such horrendous things to others?

His highly provocative answer: Christians. Digging deeply into ancient European and Christian attitudes toward sex, race, and war, he finds the cultural ground well prepared by the end of the Middle Ages for the centuries-long genocide campaign that Europeans and their descendants launched—and in places continue to wage—against the New World’s original inhabitants. A daring thesis that is sure to create much controversy, Stannard contends that the perpetrators of the American Holocaust drew on the same ideological wellspring as did the later architects of the Nazi Holocaust. It is an ideology that remains dangerously alive today, he adds, and one that in recent years has surfaced in American justifications for large-scale military intervention in Southeast Asia and the Middle East. At once sweeping in scope and meticulously detailed, The American Holocaust is a work of impassioned scholarship that is certain to ignite intense historical and moral debate.

The Conquest of Bread

Has ‘coolest’ conquered our economy?

The Age of Surveillance Capitalism

“A lively, fascinating book, which brings science to life.” — Alan Lightman Combining science, history, and adventure, Tom Shachtman “holds the reader’s attention with the skill of a novelist” as he chronicles the story of humans’ four centuries-long quest to master the secrets of cold (Scientific American). “A disarming portrait of an exquisite, ferocious, world-ending extreme.” A Boreal Zero and The Conquest of Cold demonstrates how temporary and applications that have revolutionized civilization (Kirkus Reviews). It also illustrates how scientific advancement, fueled by fortuitous discoveries and the efforts of determined individuals, has allowed people to adapt to—and change—the environments in which they live and work, shaping man’s very understanding of, and relationship, with the world. This “truly wonderful book” was adapted into an acclaimed documentary underwritten by the National Science Foundation and the Alfred P. Sloan Foundation, directed by British Emmy Award winner David Dunag, and aired on the BBC and PBS’s Nova in 2008 (Library Journal). “An absorbing account to chill out with.” — Booklist

Thy Will Be Done

Looks at advertising during the 1960s, focusing on the relationship between the counterculture movement and commerce.

Listen, Liberal

Looks at advertising during the 1960s, focusing on the relationship between the counterculture movement and commerce.

The Mismeasure of Desire

“With the incredible popularity of Michael Moore’s books and movies, and the continuing success of anti-consumer critiques like ADBUSTERS and Naomi Klien’s No Logo, it is hard to ignore the growing tide of resistance to the corporate-dominated world. But do the critics of our age understand the status quo as much as we do? In this work of cultural criticism, Joseph Heath and Andrew Potter shatter the central myth of radical political and cultural thinking: The idea of a counterculture, a world outside the consumer-dominated one that encompasses us, pervades everything from the anti-globalization movement to feminism and environmentalism. And the idea that mocking the system, or trying to ‘jam’ it so it will collapse, they argue, is not only counterproductive but has helped to create the very consumer society that radicals oppose.” “In a blend of pop culture, history and philosophical analysis, Heath and Potter offer a startling, clear picture of what a concern for social justice might look like without the confusion of the counterculture obsession with being different.” — Book jacket

The Conquest of Gaul

1899 Contents: in bondage; the first step toward freedom; the dawn of freedom; A rival at the conscious plane of growth; Practical fruition of the conscious plane; the potency of desire; Correlation of thought to external things; Difficulties;

Imagine Nation

The challenges to humanity posed by the digital future, the first detailed examination of the unprecedented form of power called *surveillance capitalism,* and the quest by powerful corporations to predict and control our behavior. In this masterpiece of original thinking and research, Shoshana Zuboff provides startling insights into the phenomenon that she has named surveillance capitalism. The stakes could not be higher: a global architecture of behavior modification threatens human nature in the twenty-first century just as industrial capitalism disfigured the natural world in the twentieth. Zuboff vividly brings to life the consequences as surveillance capitalism advances from Silicon Valley into every economic sector. Vast wealth and power are accumulated in inimical new “behavioral futures markets,” where predictions about our behavior are bought and sold, and the production of goods and services is substituted to a new “means of behavioral modification.” The threat has shifted from a totalitarian Big Brother state to a ubiquitous digital architecture: a “Big Other” operating in the interests of surveillance capitalism. Here is the crucible of surveillance capitalism—its history, its stakes, its consequences. Zuboff’s comprehensive and groundbreaking work explores the threats to twenty-first century society: a controlled “hive” of total connection that in its pursuit of maximum profit— at the expense of democracy, freedom, and our human future. With little resistance from law or society, surveillance capitalism is on the verge of dominating the social order and shaping the digital future --- if we let it.
In this Hugo Award-winning alternative history classic—the basis for the Amazon Original series—the United States lost World War II and was subsequently divided between the Germans in the East and the Japanese in the West. It’s a America in 1962. Slavery is legal once again. The Jews who still survive hide under assumed names. In this world, we meet characters like Mark, Frank's ex-wife, who may be more important than she realizes. These seemingly disparate protagonists gradually realize their connections to each other just as they realize that something is not quite right about their world. And it seems as though the answers might lie with Hawthorne Benson, a mysterious and reclusive author, whose best-selling novel describes a world in which the US won the War. The Man in the High Castle is Dick at his best, giving readers a harrowing vision of the world that almost was. “The single most resonant and carefully imagined book of Dick’s career.” —New York Times

Finding Myself

Google, Facebook, Zappos, A mazon, Coca Cola, REI & Young, V W, Nike, A pple, 3M, GE, and Intel: Something unites all of these high profile companies in an essential way — a new business philosophy. They have earned such spectacular success and respect by setting happiness as a primary goal, knowing that with a foundation of joy, creativity, and excitement, nothing is impossible. In Happy Company, Can A d kdnz shows that the mentality and strategy of successful businesses has changed forever. He explains the new philosophy, and shares 14 strategies and methodologies for creating a culture of happiness, and explains the impact that such an ideological shift can have. By learning from this book, you can draw on a relevant inspiration from these global icons and apply it to your company. Can also shares the happiness philosophy and strategy, to begin experiencing the same success, respect, and loyalty that they have enjoyed for years. Happy company will teach you a vast array of topics, including: Company vision management Developing employee and consumer loyalty Maximizing stakeholder trust and support Standing out from the competition Sustainable and realistic approaches to building company happiness Spreading the “happiness effect” to all corners of your business Inspiring workers and motivation techniques Creative development strategies The role of companies within the community The importance of visionary and inspiring leadership How happiness leads to profits and success How profit does not necessarily lead to happiness Dozens of real world examples of successful introduction to short-term vs. long-term thinking The new paradigm of happiness strategies An introduction to healthy workplace guidelines to maximize productivity and employee satisfaction How social contributions increase happiness Tips for increasing consumer satisfaction and guaranteeing loyalty New approaches to company reputation Boosting job control and employee independence How to use old techniques for new challenges Possible issues and limitations for pursuing company happiness The obstacles to company happiness and the tools to get around them Knowing your limitations and maximizing the potential for improvement.

The Conquest of Poverty

Written by a Russian prince who denounced his title, this work promotes an anarchist market economy — a system of autonomous cooperative collectives. A century after its initial publication, it remains fresh and relevant.

W hat's the Matter with K ansas?

From the bestselling author of What's the Matter With Kansas, a scathing look at the standard-bearers of liberal politics — a book that asks: what's the matter with Democrats? It is a widespread belief among liberals that only Democrats can continue to dominate national elections, if only those awful Republicans are beaten into submission, the country will be on the right course. But this is to fundamentally misunderstand the modern Democratic Party. Drawing on years of research and first-hand reporting, Frank points out that the Democrats have done little to advance traditional liberal goals: expanding opportunity, fighting for social justice, and ensuring that workers get a fair deal. Indeed, they have scarcely dented the free-market consensus at all. This is not for lack of opportunity: Democrats have occupied the White House for sixteen of the last twenty-four years, and yet the decline of the middle class has only accelerated. Wall Street gets its bailouts, wages keep falling, and the free-trade deals keep coming. With his trademark sardonic wit and lacerating logic, Frank's Listen, Liberal lays bare the essence of the Democratic Party's philosophy as a social contract that has changed the world. A form of corporatized cultural elitism has largely eclipsed the party's old working-class commitment, he finds. For certain favored groups, this has meant prosperity. But for the nation as a whole, it is a one-way ticket into the abyss of inequality. In this critical election year, Frank recalls the Democrats to their historic goals the only way to reverse the ever-deepening rift between the rich and the poor in America.

Countericulture Through the Ages

One of the country's leading activist curators explores how corporations and governments have used art and culture to manipulate and mystify the masses. In the production culture of the previous century, artists were looked at as the leaders of society, but in the emerging new world of advertising and marketing, the public's sense of identity and self-worth is being shaped by the advertisements and corporate messages. The book explores how the counterculture movement of the 1960s gave rise to the modern-day “alternative” culture, which has become an integral part of our society. It looks at the ways in which the counterculture has been both a response to and a catalyst for change in society, and how it has influenced and been influenced by other cultural movements. The book concludes with an exploration of the current state of the counterculture movement and its potential for continued growth and development. Counterculture Through the A ges

A bsolute Zero and the Conquest of Cold

A s long as there has been culture, there has been counterculture. At times it moves deep below the surface of things, a stealthy mode of being all but invisible to the dominant paradigm; at other times it is in plain sight, challenging the status quo; and at still other times it erupts in a fiery burst of creative or destructive energy to change the world forever. But until now the countercultural phenomenon has been one of history's great blind spots. Individual countercultures have been explored, but never before has a book set out to demonstrate the recurring nature of counterculturalism across all times and societies, and to illustrate its dynamic role in the continuous evolution of human values and cultures. Countercultural pundit and cyberguru R. U. Sirius brilliantly sets the record straight in this colorful, anecdotal, and wide-ranging study based on ideas developed by the late Timothy Leary with DanJan. With a distinctive mix of scholarly erudition and gonzo passion, Sirius and Joy identify the distinguishing characteristics of counterculture as counterculture in the broad sense: antiauthoritarianism, individualism, and skepticism of all previously accepted cultural and political values. But until now the countercultural phenomenon has been one of history's great blind spots. Individual countercultures have been explored, but never before has a book set out to demonstrate the recurring nature of counterculturalism across all times and societies, and to illustrate its dynamic role in the continuous evolution of human values and cultures. Countercultural Counterculture: A History of Counterculture.
Read Free The Conquest Of Cool Business Culture

Traces the history of humanity's quest for cool, discussing cool and uncool people and things, the business of cool, and different kinds of coolness, including the cool teacher, rebel cool, and politi-cool.

City of Light

From the pages of The Baffler, the most vital and perceptive new magazine of the nineties, sharp, satirical broadsides against the Culture Trust. In the "old" Gilded Age, the barons of business accumulated vast wealth and influence from their railroads, steel mills, and banks. But today this is culture that stands at the heart of the American enterprise, mass entertainment the economic dynamo that brings the public into the consuming fold and consolidates the power of business over the American mind. For a decade The Baffler has been the invigorating voice of dissent against these developments, in the grand tradition of the muckrakers and the American Mercury. This collection gathers the best of its writing to explore such peculiar developments as the birth of the rebel hero as consumer in the pages of Wired and Details; the ever-accelerating race to market youth culture; the rise of new business gurus like Tom Peters and the fad for Hobbesian corporate "reengineering"; and the encroachment of advertising and commercial enterprise into every last nook and cranny of American life. With its liberating attitude and cant-free intelligence, this book is a powerful polemic against the designs of the culture business on us all.

The Million-Dollar, One-Person Business, Revised

By harnessing new, easy-to-use technologies that help them find customers around the world, everyday people are starting meaningful businesses that offer a high-paying alternative to a corporate career. In this updated edition, will learn tactics from real people who are earning $1 million a year on their own terms.

Culture's Vanities

From the acclaimed author of Listen, Liberal and What's the Matter with Kansas, a scathing collection of his incisive commentary on our cruel times—perfect for this political moment. What does a middle-class democracy look like when it comes apart? When, after forty years of economic triumph, America's winners persuade themselves that they owe nothing to the rest of the country? With his sharp eye for detail, Thomas Frank takes us on a wide-ranging tour through present-day America, showing us a society in the late stages of disintegration and describing the worlds of both the winners and the losers—the sprawling mansion districts as well as the lives of fast-food workers. Rendezvous with Oblivion is a collection of interlocking essays examining how inequality has manifested itself in our cities, in our jobs, in the way we travel—and of course in our politics, where in 2016, millions of anxious ordinary people rallied to the presidential campaign of a billionaire who meant them no good. These accounts of folly and exploitation are here brought together in a single volume unified by Frank's distinctive voice, sardonic wit, and anti-orthodox perspective. They capture a society where every status signifier is hollow, where the allure of mobility is just another con game, and where rebellion too often yields nothing. For those who despair of the future of our country and of reason itself, Rendezvous with Oblivion is a booster shot of energy, reality, and moral outrage.

Happy Company

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.

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