

# Lead Us Into Temptation: The Triumph Of American Materialism - James B. Twitchell

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Named one of Newsweek's "100 Cultural Elite" and praised by George F. Will for his "robust contempt" for the intelligentsia's take on consumption, James Twitchell embarks on an insightful, fearless, and funny exploration of two of the central themes of modern American culture materialism and consumerism. Twitchell counters the notion 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')." Author: Twitchell, James B. Publisher: Columbia University Press Illustration: Y Language: ENG Title: Lead Us Into Temptation: The Triumph of American Materialism Pages: 00000 (MicrosoftReader.lit) / 00310 (Encrypted PDF) On Sale: 2001-01-01 SKU-13/ISBN: 9780231115186 Category: Business & Economics : Consumer Behavior - General Category: Business & Economics : Economics - Macroeconomics Category: Business & Economics : Economics - Theory

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