



Psychology and Consumer Culture: The Struggle for a Good Life in a Materialistic World

Tim Kasser, Allen D. Kanner

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This book provides an in-depth analysis of consumerism that draws from a wide range of theoretical, clinical and methodological approaches. Contributors demonstrate that consumerism and the culture that surrounds it exert profound and often undesirable effects on both people's individual lives and on society as a whole. Far from being distant influences, advertising, consumption, materialism and the capitalistic economic system affect personal, social and ecological well-being on many levels. Contributors also provide a variety of potential interventions for counteracting the negative influence of consumerism.

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