

1. Record Nr.	UNINA9910462588003321
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Titolo	Selling Spirituality [[electronic resource]] : The Silent Takeover of Religion
Pubbl/distr/stampa	Hoboken, : Taylor and Francis, 2013
ISBN	1-134-41598-2 1-283-96173-3
Descrizione fisica	1 online resource (209 p.)
Altri autori (Persone)	KingRichard
Disciplina	201.73 204
Soggetti	Capitalism Globalization Religious aspects Spiritual life Religion - General Religion Philosophy & Religion Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Cover; Selling Spirituality: The silent takeover of religion; Copyright; Contents; Acknowledgements; Introduction: Spirituality and the Rebranding of Religion; One: A Brief History of Spirituality; Two: Western Psychology and the Politics of Spirituality; Three: Spirituality and the Privatisation of Asian Wisdom Traditions; Four: Selling the Soul: The business of spirituality; Conclusion: Spirituality and Resistance: Challenging the corporate takeover; References; Index
Sommario/riassunto	From Feng Shui to holistic medicine, from aromatherapy candles to yoga weekends, spirituality is big business. It promises to soothe away the angst of modern living and to offer an antidote to shallow materialism.Selling Spirituality is a short, sharp, attack on this fallacy. It shows how spirituality has in fact become a powerful commodity in the global marketplace - a cultural addiction that reflects orthodox politics,

curbs self-expression and colonizes Eastern beliefs. Exposing how spirituality has today come to embody the privatization of religion in the modern West,
