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Altri autori (Persone)	GelferJoseph
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Sommario/riassunto	21 December 2012 was believed to mark the end of the thirteenth B"ak"tun cycle in the Long Count of the Mayan calendar. Many people believed this date to mark the end of the world or, at the very least, a shift to a new form of global consciousness. Examining how much of the phenomenon is based on the historical record and how much is contemporary fiction, the book explores the landscape of the modern apocalyptic imagination, the economics of the spiritual marketplace,

the commodification of countercultural values, and the cult of celebrity.

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