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Sommario/riassunto	Consumerism and capitalist and socialist industry have reached the point where state power is legitimized by its ability to increase the number of commodities. A unique culture has been created in which marketing is the main social bond. Values no longer shape and condition needs, wants, desires, or preferences. Leiss draws on economics, psychology, sociology, and anthropology to show the vagueness of our thought on the relation between nature and culture, desire and reason, needs and commodities. This book raises serious, vital questions for all those concerned about the future of our present society.