

1. Record Nr.	UNINA9910783975203321
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Titolo	The business of America : how consumers have replaced citizens and how we can reverse the trend / / Saul Landau
Pubbl/distr/stampa	New York : , : Routledge, , 2004
ISBN	1-134-00108-8 1-134-00109-6 1-280-16073-X 0-203-49475-X
Descrizione fisica	1 online resource (214 p.)
Collana	Paths for the twenty-first century
Disciplina	306/.0973
Soggetti	Consumption (Economics) - United States Mass media - United States Air - Pollution - United States Corporations - Corrupt practices - United States Fraud - United States United States Social conditions 1980-2020 United States Politics and government 2001-2009
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	The Bush vision: a bipolar political disorder -- Classify this! National security culture sets the norm -- Sheep don't need whipping: media in the 21st century -- Ahab can beat the whale -- The Iraq connundrum -- Closing remarks.
Sommario/riassunto	Written by one of the most insightful critics of American commercialism, The Business of America probes the forces that have transformed citizens into consumers eager to take as much as they can from the planet.