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Nota di contenuto	Cover; Contents; Foreword; Acknowledgements; Introduction; Modern myths; Pursuing happiness; 1 The happy adventures of capital; The culture of capital: an overview; A reflexive complexity; The power of subjects and objects; (Too) fast subjects; The cultural circuits of happiness; 2 A happy policy; An ancient problem, and its modern fix; The utility of happiness; The utility of Utility; Historians repeat each other, history repeats itself; The political need for happiness; 3

Happiness loves company; Theoretical origins; A modern-day assumption; Happy workers?
Champions of the new human relations⁴ Positively happy; The Manhattan Project; Principles of positivity; Historical and conceptual origins; A mainstream counter-culture; 5 Happy days; Knowing happiness; The happy death of god; 6 Happiness needs practice; 7 Happy ever after?; References; Index

Sommario/riassunto

Explores why contemporary Anglo-American society is obsessed with happiness. Striving to be happy is now a morally imperative pursuit. Through the lens of novel social theory, this book explicates how this has transpired as consequence of a complex 'conspiracy of coordination' between political, organisational and psychological developments.
