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Nota di bibliografia	Includes bibliographical references (p. [194]-197) and indexes.
Nota di contenuto	Cover; Contents; Acknowledgements; Introduction; Part 1: Individualism; Chapter 1 - The Social Contract; Chapter 2 - 'Natural' Individuals; Chapter 3 - The Invisible Hand; Part 2: Industrial Problems; Chapter 4 - Karl Marx: The Revolutionary and the Cowboy; Chapter 5 - Max Weber: Bureaucracy and the Cowboy; Chapter 6 - Emile Durkheim: Endless 'Frontiers'; Chapter 7 - Separating the Women; Chapter 8 - Removing the Indians; Chapter 9 - Sustaining the Wilderness; Conclusion; References; Index; File and Television Index
Sommario/riassunto	Will Wright explores the continuing popularity of the myth of the Wild West, demonstrating how, as a cultural icon, it speaks deeply to a desire for individualism and liberty. The author discusses the myth through market and social theory.