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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.