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Titolo	Self-help books : why Americans keep reading them / / Sandra K. Dolby
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (209 p.)
Disciplina	646.7/00973
Soggetti	Self-help techniques - United States Psychological literature - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [163]-181) and index.
Nota di contenuto	American popular self-education -- The books, the writers, and metacommentary -- The critics, the simple self, and America's cultural cringe -- Giving advice and getting wisdom -- Memes, themes, and worldview -- Stories -- Proverbs, quotes, and insights -- Finding a use for self-help testimonies.
Sommario/riassunto	Understanding instead of lamenting the popularity of self-help books Based on a reading of more than three hundred self-help books, Sandra K. Dolby examines this remarkably popular genre to define "self-help" in a way that's compelling to academics and lay readers alike. Self-Help Books also offers an interpretation of why these books are so popular, arguing that they continue the well-established American penchant for self-education, they articulate problems of daily life and their supposed solutions, and that they present their content in a form and style that is accessible rather than arcane. Using tools associated with folklore studies, Dolby then examines how the genre makes use of stories, aphorisms, and a worldview that is at once traditional and contemporary. The overarching premise of the study is that self-help books, much like fairy tales, take traditional materials,

especially stories and ideas, and recast them into extended essays that people happily read, think about, try to apply, and then set aside when a new embodiment of the genre comes along.
