

1. Record Nr.	UNINA9911034957103321
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Titolo	Consumer Society and the Economists : Consumption and Well-Being in the History of Economic Thought / / by Fernando Collantes
Pubbl/distr/stampa	Cham : , : Springer Nature Switzerland : , : Imprint : Palgrave Macmillan, , 2025
ISBN	3-031-96645-7
Edizione	[1st ed. 2025.]
Descrizione fisica	1 online resource (259 pages)
Collana	Palgrave Studies in the History of Economic Thought, , 2662-6586
Disciplina	339.4701
Soggetti	Economics - History Economics Economic development History of Economic Thought and Methodology Political Economy and Economic Systems Economic Development, Innovation and Growth
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Consumer society and the history of capitalism after 1945 -- 2. Galbraith's affluent society -- 3. Veblen, Keynes, and the roots of the debate -- 4. Neoclassical economics and the sovereign consumer -- 5. What about the classics? -- 6. The era of Friedman's pencil -- 7. Keynes' grandchildren strike back -- 8. Continuity and change in the critical tradition -- 9. Debating the non-debate? New directions in mainstream economics -- 10. The Lampedusa moment of mainstream economists -- 11. Rival views of consumer society... and of economics.
Sommario/riassunto	Is consumer society a vehicle for progress? Or is it a detour leading us away from the path to the good life? To what extent is consumer society a relevant object of analysis, after all? Today, these questions are central to the debate on the dynamics of capitalism and their impact on human well-being. Yet they are by no means exclusive to our time. This book traces the history of economic thought on consumer society from the late eighteenth century to the present day. It explores the ambivalence of classical political economists and Marx towards the world of consumption. It narrates the making of an intellectual

battlefield between rival views of consumer society during the period 1870-1945 and the head-on clash that took place between those views during the decades after the Second World War. How these debates reemerged following the end of the Cold War and the Global Financial Crisis is also covered. This is the story of how economists debated consumer society and how that debate was shaped by another fundamental discussion: how economists should conduct their research and what kind of relationships they should maintain with other social sciences and the humanities. It will be relevant to students and researchers interested in the history of economic thought and political economy. Fernando Collantes is Professor of Economic and Social History at the University of Oviedo.
