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Nota di contenuto	Cover; Half Title; Title; Copyright; Dedication; Table of Contents; Acknowledgments; Introduction: My Self and Consumer Society; Chapter 1: Dualism: What I Really Am; Chapter 2: Individualism: The Liberal Dream of the Rugged Individualist; Chapter 3: Expressivism: I Sing Myself; Chapter 4: Consumer Society; Chapter 5: Advertisements: Representations of the Self; Chapter 6: The Rest of the World: An Empirical Test; Conclusion: What Next?; Bibliography; Appendix; Index; Back Cover
Sommario/riassunto	This is a book about the relationship between the self and consumer society in America. There are many books and articles that explain consumerism in the twentieth century. through politics, economics, and sociology. Th is book is about both the psychological roots of consumer society in the self-why we buy-and the reciprocal influences between self and society. Why I buy explains how consumption came to imbue social and personal life and value. By exploring the relationship between oue individual needs and our institutions, Gabriel shows how many of the difficulties faced by our shared social