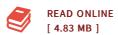




The Waste Makers (Paperback)

By Vance Packard

Ig Publishing, United States, 2011. Paperback. Condition: New. Reprint. Language: English . Brand New Book. An expose of the systematic attempt of business to make us wasteful, debt-ridden, permanently discontented individuals, The Waste Makers is Vance Packard s pioneering 1960 work on how the rapid growth of disposable consumer goods was degrading the environmental, financial, and spiritual character of American society. The Waste Makers was the first book to probe the increasing commercialization of American life--the development of consumption for consumption s sake. Packard outlines the ways manufacturers and advertisers persuade consumers to buy things they don t need and didn t know they wanted, including the two-of-a-kind of everything syndrome-- two refrigerators in every home --and appeals to purchase something because it is more expensive, or because it is painted in a new color. The book also brought attention to the concept of planned obsolescence, in which a death date is built into products so that they wear out quickly and need to be replaced. By manipulating the public into mindless consumerism, Packard believed that business was making us more wasteful, imprudent, and carefree in our consuming habits, which was using up our natural resources at an alarming rate....



Reviews

This type of publication is every thing and got me to seeking in advance plus more. I was able to comprehended every thing out of this created e ebook. I am easily could possibly get a satisfaction of reading a created ebook.

-- Sonya Koss

A must buy book if you need to adding benefit. it absolutely was writtern very properly and valuable. I found out this book from my i and dad advised this ebook to find out.

-- Amanda Larkin

Other eBooks



The Red Leather Diary: Reclaiming a Life Through the Pages of a Lost Journal (P.S.)

Harper Perennial. PAPERBACK. Book Condition: New. 0061256781 Never Read-12+ year old Paperback book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



The Adventures of a Plastic Bottle: A Story about Recycling

SIMON SCHUSTER, United States, 2009. Paperback. Book Condition: New. Children s Tk, Pete Whitehead (illustrator). Original ed.. 203 \times 196 mm. Language: English . Brand New Book. Learn about recycling from a new perspective! Peek into this diary of a plastic bottle...



DK Readers L1: Jobs People Do: A Day in the Life of a Firefighter

DK Publishing. Paperback / softback. Book Condition: new. BRAND NEW, DK Readers L1: Jobs People Do: A Day in the Life of a Firefighter, Linda Hayward, DK Publishing, This Level 1 book is appropriate for children who are just beginning to read....



DK Readers L1: Jobs People Do: A Day in the Life of a Teacher

DK Publishing (Dorling Kindersley), United States, 2001. Paperback. Book Condition: New. American.. 224 x 150 mm. Language: English. Brand New Book. This Level 1 book is appropriate for children who are just beginning to read. Ms. Hill brings 28 fish to...



The Cap: The Price of a Life

Grove Pr. Hardcover. Book Condition: New. 0802116590 Never Read-12+ year old Hardcover book with dust jacket-may have light shelf or handling wear-has a price sticker or price written inside front or back cover-publishers mark-Good Copy- I ship FAST with FREE tracking!! *...



Friendfluence: The Surprising Ways Friends Make Us Who We Are

Doubleday, 2013. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: "Intriguing. A convincing case for nurturing friendships in many of the same ways we nurture relationships with partners and other family--both online and off" --Kirkus Reviews "[Flora's]...