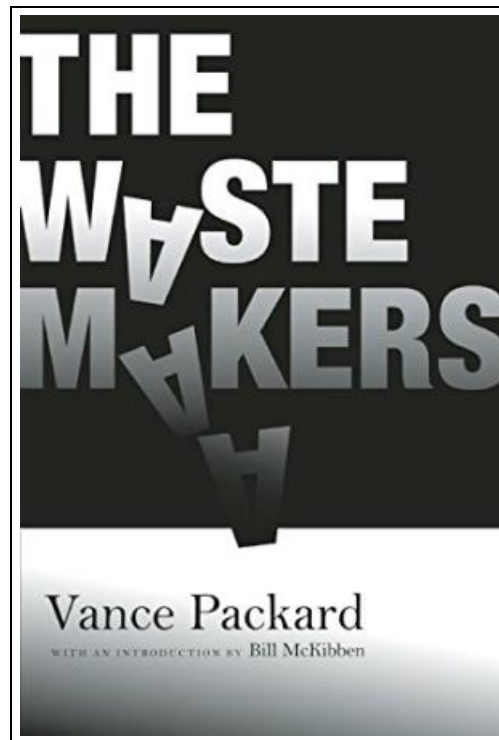


## The Waste Makers (Paperback)



Filesize: 1.76 MB

### ***Reviews***

*The best publication i actually study. We have study and that i am certain that i will likely to study once more again later on. Your daily life span will likely be transform the instant you total reading this book.*  
*(Mrs. Alene Leffler DVM)*

## THE WASTE MAKERS (PAPERBACK)



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. A prescient book that predicted the rise of American consumer culture, this all new edition of *The Waste Makers* features an introduction by best-selling author Bill McKibben. Vance Packard (1914-1996) was an American journalist, social critic, and best-selling author. Among his other books were *The Hidden Persuaders*, about how advertisers use psychological methods to get people to buy the products they sell; *The Status Seekers*, which describes American social stratification and behavior; and *The Naked Society*, about the threats to privacy posed by new technologies.



[Read \*The Waste Makers \(Paperback\)\* Online](#)



[Download PDF \*The Waste Makers \(Paperback\)\*](#)

## Other PDFs

**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-...

[Save ePub »](#)

**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 x 196 mm. Language: English . Brand New Book. Learn about recycling from a new perspective! Peek...

[Save ePub »](#)

**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...

[Save ePub »](#)

**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...

[Save ePub »](#)

**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-...

[Save ePub »](#)