

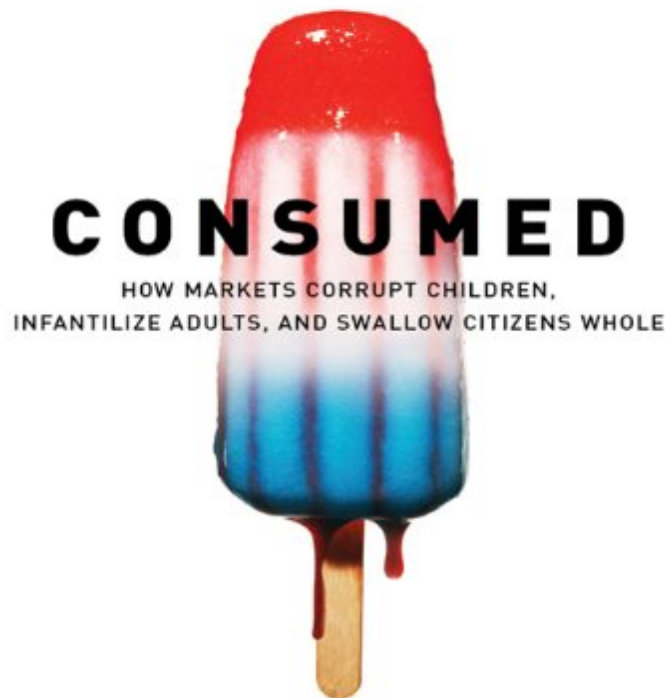
(Free) Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole

Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole

Benjamin R. Barber

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"A remarkable book about the shifting nature of capitalism. . . . Beguiling."
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BENJAMIN R. BARBER
author of *Jihad vs. McWorld*

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Benjamin R. Barber : Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole before purchasing it in order to gage whether or not it would be worth my time, and all praised Consumed: How Markets Corrupt Children, Infantilize Adults, and Swallow Citizens Whole:

3 of 3 people found the following review helpful. Having been in the business field for over 40 years ...By Philip FennellHaving been in the business field for over 40 years and seeing firsthand the rise of egregious consumption and the shameless advertising that fuels it, Benjamin Barber has very ably identified many of the contributing factors, not the least of which are our collective cultural boredom and our naive but doomed expectations of fulfillment via uncontrolled acquisition. The infantilist ethos to which he alludes is virtually ubiquitous, not only in the marketplace, but in almost every area of our existence. The collusion of the social influences of our time have coalesced to

eviscerate all meaning and purpose from our common pursuits. Or, in the words of Paul David Tripp, "to shrink the size of our lives to the size of our lives." While sadly not giving more insights on how to possibly resist and subvert this pernicious situation, Barber does sound a cogent alarm without being extremist. A valuable resource in further understanding how rampant consumption and self-obsession not only impact our beliefs but our lifestyles as well. 0 of 0 people found the following review helpful. Three Stars By Whitney Cooper Great book, but incredibly dense and difficult to move through quickly. 2 of 2 people found the following review helpful. Informative but too Repetative By Mrs. Bukar Informative but repetitive and really if you've read one of Barber's books you've heard all of what's in this one before. If it's your first read then you may find it interesting. I read it for my class...LAME.

"Powerful and disturbing. No one who cares about the future of our public life can afford to ignore this book."
—Jackson Lears A powerful sequel to Benjamin R. Barber's best-selling *Jihad vs. McWorld*, *Consumed* offers a vivid portrait of an overproducing global economy that targets children as consumers in a market where there are never enough shoppers and where the primary goal is no longer to manufacture goods but needs. To explain how and why this has come about, Barber brings together extensive empirical research with an original theoretical framework for understanding our contemporary predicament. He asserts that in place of the Protestant ethic once associated with capitalism—encouraging self-restraint, preparing for the future, protecting and self-sacrificing for children and community, and other characteristics of adulthood—we are constantly being seduced into an "infantilist" ethic of consumption.

From Publishers Weekly Barber returns to the clashing models of civilization of his earlier *Jihad vs. McWorld*, focusing this time on the expanding global culture of market forces he claims will destroy not only democracy but even capitalism, if left unchecked. He warns of a totalitarian "ethos of induced childishness" that not only seeks to turn the young into aggressive consumers but to arrest the psychological development of adults as well, "freeing" them to indulge in puerile and narcissistic purchases based on "stupid" brand loyalties. The increasing drive toward privatization compounds the problem, generating a "civic schizophrenia" where everybody wants service but nobody wants to serve. His complaint is so broad that it occasionally edges into crankiness, as he blames infantilization for ruining everything from Hollywood movies to NBA basketball; even other liberal cultural commentators, especially Steven Johnson (*Everything Bad Is Good for You*), come in for much criticism. Barber recognizes that the "Jihadist" rejection of consumer culture is equally undemocratic, but still believes the system can be changed from within, citing the corporate responsibility movement and activist boycotts. His dense analysis can be a tough slog in spots, but the provocative attacks on capitalism's excesses will resonate with many. (Feb.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. From Booklist Barber, the Gershon and Carol Kekst Professor of Civil Society at the University of Maryland, has devoted much of his life to the study of the effects of the consumer market on individuals and society as a whole. His hypothesis that consumer culture has turned adult citizens into children by catering to the lowest common denominator rings only too true, even if the sheer density and obsequiousness of this examination are likely to turn off much of the popular readership. Therein lies the conundrum of reviewing this impressive piece of work, wherein Barber proves his theory that the market imperative has conditioned us to lap up the easy offerings and reject hard, complicated works. This lifelong study of the effects of capitalism and privatization reveals a pervasiveness of branding and homogenization from which there is seemingly no turning back. With the call to arms of grassroots resistance, he does offer a glimmer of hope; despite the heavy weight, Barber's work deserves and surely will find its audience. David Siegfried Copyright copy; American Library Association. All rights reserved "Professor Barber is someone worth listening to." *The Guardian*