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# The Overspent American Why We Want What We Dont Need

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Notes from Home and Work

Deep Economy

The Slums of Aspen

Affluenza: The All-Consuming Epidemic

The Overspent American

Luxury Fever

True Wealth

After the Gig

Sustainable Lifestyles and the Quest for Plenitude

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The Commercialized Child and the New Consumer

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Consumer Moral Leadership

What Did You Buy Today?

Living and Leading with Heart

Affluenza

A Sustainable Economy for the 21st Century  
American Awakening  
Born to Buy  
Why Money Fails to Satisfy In An Era of Excess  
Global Values 101  
Time on Our Side  
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Big Business Marketing in American Life  
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The High Price of Materialism  
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The Overspent American  
Reclaiming Our Wealth, Our Liberty, and Our  
Democracy  
How Overconsumption Is Killing Us—and How to  
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Slow is Beautiful  
The Triumph of American Materialism  
America Beyond Capitalism  
Obsessive Consumption  
Upscaling, Downshifting, And The New Consumer  
The Consumer Society Reader

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**KALEB TRUJILLO**

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Notes from Home and  
Work W. W. Norton &

Company  
Capitalizing on the  
growing trend of  
books, TV and radio  
shows, and articles  
about rising consumer  
debt and the emotional  
and psychological  
reasons we shop and

spend and often go overboard, Bought Out and \$pent! Recovery from Compulsive \$hopping and \$pend  
**Deep Economy** Simon and Schuster  
Management & Workplace Culture  
Book of the Year, 2020  
Porchlight Business Book Awards A  
Publishers Weekly Fall 2020 Big Indie Book  
The dark side of the gig economy (Uber, Airbnb, etc.) and how to make it equitable for the users and workers most exploited. When the "sharing economy" launched a decade ago, proponents claimed that it would transform the experience of work--giving earners flexibility, autonomy, and a decent income. It was touted as a cure for social isolation and rampant ecological

degradation. But this novel form of work soon sprouted a dark side: exploited Uber drivers, neighborhoods ruined by Airbnb, racial discrimination, and rising carbon emissions. Several of the most prominent platforms are now faced with existential crises as they prioritize growth over fairness and long-term viability. Nevertheless, the basic model--a peer-to-peer structure augmented by digital tech--holds the potential to meet its original promises. Based on nearly a decade of pioneering research, After the Gig dives into what went wrong with this contemporary reimagining of labor. The book examines multiple types of data from thirteen cases to identify the unique

features and potential of sharing platforms that prior research has failed to pinpoint. Juliet B. Schor presents a compelling argument that we can engineer a reboot: through regulatory reforms and cooperative platforms owned and controlled by users, an equitable and truly shared economy is still possible.

### **The Slums of Aspen**

Democracy

Collaborative Pres

A study of how materialism and consumerism undermine our quality of life. In *The High Price of Materialism*, Tim Kasser offers a scientific explanation of how our contemporary culture of consumerism and materialism affects our everyday happiness and psychological

health. Other writers have shown that once we have sufficient food, shelter, and clothing, further material gains do little to improve our well-being. Kasser goes beyond these findings to investigate how people's materialistic desires relate to their well-being. He shows that people whose values center on the accumulation of wealth or material possessions face a greater risk of unhappiness, including anxiety, depression, low self-esteem, and problems with intimacy—regardless of age, income, or culture. Drawing on a decade's worth of empirical data, Kasser examines what happens when we organize our lives around materialistic pursuits. He looks at

the effects on our internal experience and interpersonal relationships, as well as on our communities and the world at large. He shows that materialistic values actually undermine our well-being, as they perpetuate feelings of insecurity, weaken the ties that bind us, and make us feel less free. Kasser not only defines the problem but proposes ways we can change ourselves, our families, and society to become less materialistic.

*Affluenza: The All-Consuming Epidemic*  
Simon and Schuster  
America Beyond  
Capitalism is a book whose time has come. Gar Alperovitz's expert diagnosis of the long-term structural crisis of the American economic and political system is

accompanied by detailed, practical answers to the problems we face as a society. Unlike many books that reserve a few pages of a concluding chapter to offer generalized, tentative solutions, Alperovitz marshals years of research into emerging "new economy" strategies to present a comprehensive picture of practical bottom-up efforts currently underway in thousands of communities across the United States. All democratize wealth and empower communities, not corporations: worker-ownership, cooperatives, community land trusts, social enterprises, along with many supporting municipal, state and longer term

federal strategies as well. *America Beyond Capitalism* is a call to arms, an eminently practical roadmap for laying foundations to change a faltering system that increasingly fails to sustain the great American values of equality, liberty and meaningful democracy. [The Overspent American](#) Turtleback An in-depth look at the corruption of the "American Dream," the follow-up to the the *Overworked American* examines the consumer lives of Americans and the pitfalls of "keeping up with the Joneses." Schor explains how and why the purchases of others in our social and professional communities can put pressure on us to spend more than we

can afford to, how television viewing can undermine our ability to save, and why even households with good incomes have taken on so much debt for so many products they don't need and often don't even want.

**Luxury Fever** Basic Books

Michael Dawson provides a step-by-step account of how the corporate marketing behemoth works and grows. Using first-hand evidence, he shows how big business marketing campaigns penetrate and alter the lives of ordinary Americans.

*True Wealth* MIT Press  
*In Shiny Objects*, a cross between *In Praise of Slowness* and *The Tipping Point*, consumer behavior expert Professor James A. Roberts takes us on

a tour of America's obsession with consumerism—pointing out its symptoms, diagnosing specific problems, and offering a series of groundbreaking solutions. Roberts gives practical advice for how to correct the materialistic trends in our lives which lock us into a cycle of financial hardship and stress. *Shiny Objects*, a new *The Paradox of Choice* for the modern reader, is more than a critique of capitalism—it's also an exploration into how we can live happier, fuller, more productive lives today.

After the Gig Univ of California Press

At a moment of ecological decline and continuing financial uncertainty, best-selling author and economist Juliet Schor

offers a revolutionary strategy for changing how we think about consumer goods, intrinsic value, and ways to live. Earth, we have a problem: humans are degrading the planet far faster than they are regenerating it. This is leading to increasingly expensive food, energy, transport, and consumer goods. As well, the economic downturn that has accompanied the ecological crisis has led to another type of scarcity: incomes, jobs, and credit are also in short supply. But our usual way back to growth — a debt-financed consumer boom — is no longer an option that our households or our planet can afford. *Plenitude* deals with these challenges by

putting the need for sustainability at the core of its response. But this is not a paradigm of sacrifice being offered — instead, it's an argument that, through a major shift to new sources of wealth, green technologies, and different ways of living, we can become better off and more economically secure. Around the world, small groups of people are already busy creating lifestyles that offer a way out of the work-and-spend cycle. These pioneers' lives are scarce in conventional consumer goods, but rich in the newly abundant resources of time, information, creativity, and community. This trend represents a movement away from the conventional

market, and offers a way toward an efficient, rewarding life. Plenitude is a road map for the next two decades. In encouraging us to value our gifts — nature, community, intelligence, and time — Schor offers all of us the opportunity to participate in creating a world of enduring wealth and well-being.

### **Sustainable Lifestyles and the Quest for Plenitude**

The Overspent American  
Why We Want What We Don't Need  
Global Values 101 grew out of one of the most popular courses ever offered at Harvard University, in which some of the most original thinkers of our day sat down with students and explored how ideas have made them-and can make



us-more engaged, involved, and compassionate citizens. In these engrossing, essay-length interviews, which address the topics of war, religion, the global economy, and social change, Amy Goodman, host of the popular radio program Democracy Now, speaks about the role of the independent media as gatekeeper and witness; Lani Guinier, author of Tyranny of the Majority, reveals that students' SAT scores more accurately describe the kind of car their parents drive than the grades they will earn in college and shows the way to a more equitable college admissions system; Howard Zinn, author of A People's History of the United States,

explores the American Dream and exposes the myth of the "good war"; economist Juliet Schor, author of Born to Buy and The Overspent American, explains why Americans are willing to sacrifice quality of life to attain financial success; former "mall rat" Naomi Klein, author of No Logo: Taking Aim at the Brand Bullies, urges readers to go global while fighting global conglomerates; and Katha Pollitt, author of Reasonable Creatures: Essays on Women and Feminism, employs her incisive wit to explore what it really means to be a feminist in the Twenty First century. For anyone who has been moved by idealism and longed to become a more proactive citizen, this

collection offers a range of stories on how progressive ethics can inform, inspire, and ultimately transform lives.

### Lead Us Into

### Temptation NYU Press

A fully revised edition of one of the most influential books ever written on personal finance with more than a million copies sold "The best book on money. Period." -Grant Sabatier, founder of "Millennial Money," on CNBC Make It "This is a wonderful book. It can really change your life." -Oprah For more than twenty-five years, *Your Money or Your Life* has been considered the go-to book for taking back your life by changing your relationship with money. Hundreds of thousands of people have followed this

nine-step program, learning to live more deliberately and meaningfully with Vicki Robin's guidance. This fully revised and updated edition with a foreword by "the Frugal Guru" (New Yorker) Mr. Money Mustache is the ultimate makeover of this bestselling classic, ensuring that its time-tested wisdom applies to people of all ages and covers modern topics like investing in index funds, managing revenue streams like side hustles and freelancing, tracking your finances online, and having difficult conversations about money. Whether you're just beginning your financial life or heading towards retirement, this book will show you how to:

- Get out of debt and develop

savings • Save money through mindfulness and good habits, rather than strict budgeting • Declutter your life and live well for less • Invest your savings and begin creating wealth • Save the planet while saving money • ...and so much more! "The seminal guide to the new morality of personal money management." -Los Angeles Times  
*The Overworked American* Princeton Architectural Press  
Longlisted for the FT/McKinsey Business Book of the Year Award  
A groundbreaking chronicle of the birth--and death--of a pair of jeans, that exposes the fractures in our global supply chains, and our relationships to each other, ourselves, and the planet Take a look

at your favorite pair of jeans. Maybe you bought them on Amazon or the Gap; maybe the tag says "Made in Bangladesh" or "Made in Sri Lanka." But do you know where they really came from, how many thousands of miles they crossed, or the number of hands who picked, spun, wove, dyed, packaged, shipped, and sold them to get to you? The fashion industry operates with radical opacity, and it's only getting worse to disguise countless environmental and labor abuses. It epitomizes the ravages inherent in the global economy, and all in the name of ensuring that we keep buying more while thinking less about its real cost. In Unraveled, entrepreneur,

researcher, and advocate Maxine Bédat follows the life of an American icon--a pair of jeans--to reveal what really happens to give us our clothes. We visit a Texas cotton farm figuring out how to thrive without relying on fertilizers that poison the earth. Inside dyeing and weaving factories in China, where chemicals that are banned in the West slosh on factory floors and drain into waterways used to irrigate local family farms. Sewing floors in Bangladesh and Sri Lanka are crammed with women working for illegally low wages to produce garments as efficiently as machines. Back in America, our jeans get stowed, picked, and shipped out by Amazon warehouse workers

pressed to be as quick as the robots primed to replace them. Finally, those jeans we had to have get sent to landfills--or, if they've been "donated," shipped back around the world to Africa, where they're sold for pennies in secondhand markets or buried and burned in mountains of garbage. A sprawling, deeply researched, and provocative tour-de-force, *Unraveled* is not just the story of a pair of pants, but also the story of our global economy and our role in it. Told with piercing insight and unprecedented reporting, *Unraveled* challenges us to use our relationship with our jeans--and all that we wear--to reclaim our central role as citizens to refashion a society in which all

people can thrive and preserve the planet for generations to come.

**Why America Spends While the World Saves**

Columbia University Press

Ads aimed at kids are virtually everywhere -- in classrooms and textbooks, on the Internet, even at slumber parties and the playground.

Product placement and other innovations have introduced more subtle advertising to movies and television.

Companies are enlisting children as guerrilla marketers, targeting their friends and families. Even trusted social institutions such as the Girl Scouts are teaming up with marketers.

Drawing on her own survey research and unprecedented access

to the advertising industry, New York Times bestselling author and leading cultural and economic authority Juliet Schor examines how a marketing effort of vast size, scope, and effectiveness has created "commercialized children." Schor, author of *The Overworked American* and *The Overspent American*, looks at the broad implications of this strategy. Sophisticated advertising strategies convince kids that products are necessary to their social survival. Ads affect not just what they want to buy, but who they think they are and how they feel about themselves. Based on long-term analysis, Schor reverses the

conventional notion of causality: it's not just that problem kids become overly involved in the values of consumerism; it's that kids who are overly involved in the values of consumerism become problem kids. In this revelatory and crucial book, Schor also provides guidelines for parents and teachers. What is at stake is the emotional and social well-being of our children. Like Barbara Ehrenreich's *Nickel and Dimed*, Mary Pipher's *Reviving Ophelia*, and Malcolm Gladwell's *The Tipping Point*, *Born to Buy* is a major contribution to our understanding of a contemporary trend and its effects on the culture.

### **Above the Line**

Harper Collins

Juliet Schor breaks a

taboo by exposing Americans' shopping habits to moral society. Schor disapproves of unfettered private consumption, not only because we already use up so much, but also because overspending to bolster a sense of self does not lead to happiness. Along with her critique, Schor suggests intriguing ideas for making 'status' goods accessible for all—for example, imposing high taxes on expensive items to subsidize lines of affordable 'luxury' goods. A firestorm of responses follow from economist Robert Frank and others. The New Democracy Forum is a series of short paperback originals exploring creative solutions to our most

urgent national concerns. "A civic treasure. . . . A truly good idea, carried out with intelligence and panache." --Robert Pinsky

The Politics of Mass Consumption in

Postwar America Univ of California Press

A leadership consultant and neuropsychologist identify the universal habits of the heart and mind—the keys to unlocking our true potential, creating our best selves and eliminating behavior patterns that hold us back. Why is it so hard for leaders to coach employees who are struggling? Why do we repeat the same mistakes and negative behaviors? Common wisdom says you always have a choice in how you react or respond. But, as

corporate consultant Stephen Klemich and clinical psychologist Mara Klemich contend, until you recognize why you make choices, and how the heart and the brain work together to shape your behavior, you can't change long-ingrained patterns and discover your best self. The Klemichs have developed a model backed by extensive research and data, and paired it with character-led personal development, to help you answer the "Why?" and eliminate behavior that is "below the line." In *Above the Line*, they argue that that the quality of your life flows from the attitudes of your heart. Offering wise, compassionate, and practical advice, this book explores the

deep, fundamental drivers of human behavior that exist within your heart—the seat of your character. It reveals that all of these behaviors can be explained by four principles—humility, love, pride, and fear—which influence every facet of your life, for better or for worse. We are all designed for greatness, but so often our best self is pitted against our worst. The pressures of life are pulling our character below the line while our authentic self is drawing us to live above the line. When you fully understand that the four principles are at the root of your behavior, you can begin the journey to become your best self and navigate life more effectively and successfully. Filled with

proven strategies, Above the Line will create lasting changes in your behavior and improve your life personally and professionally—so you can make a positive impact on the world around you.

The Commercialized Child and the New Consumer Cult

Princeton University Press

The Consumer Society Reader features a range of key works on the nature and evolution of consumer society. Included here is much-discussed work by leading critics such as Jean Baudrillard, Susan Bordo, Dick Hebdige, bell hooks, and Janice Radway. Also included is a full range of classics, such as Frankfurt School writers Adorno and



Horkheimer on the Culture Industry; Thorstein Veblen's oft-cited writings on "conspicuous consumption"; Betty Friedan on the housewife's central role in consumer society; John Kenneth Galbraith's influential analysis of the "affluent society"; and Pierre Bourdieu on the notion of "taste." "Consumer society--the 'air we breathe,' as George Orwell has described it--disappears during economic downtruns and political crises. It becomes visible again when prosperity seems secure, cultural transformation is too rapid, or enviornmental disasters occur. Such is the time in which we now find ourselves. As the roads clog with gas-guzzling SUVs and

McMansions proliferate in the suburbs, the nation is once again asking fundamental questions about lifestyle. Has 'luxury fever,' to use Robert Frank's phrase, gotten out of hand? Are we really comfortable with the 'Brand Is Me' mentality? Have we gone too far in pursuit of the almighty dollar, to the detriment of our families, communities, and natural enviornment? Even politicians, ordinarily impermeable to questions about consumerism, are voicing doubts... [and] polls suggest majorities of Americans feel the country has become too materialistic, too focused on getting and spending, and increasingly removed from long-standing non-materialist

values." —From the introduction by Douglas B. Holt and Juliet B. Schor  
**Unraveled** Beacon Press

Looks at the way corporations and advertisers target children as a profitable demographic, as well as their methods for getting past parental safeguards to make products of all kinds appeal directly to even the youngest children.

**Consumer Moral Leadership** History of Communication

Since February 5, 2005 the author has drawn a picture of something she purchased each day. This is a selection of these items....

**What Did You Buy Today?** Harper Collins

This book shares a collection of novel ways to re-conceptualize and

envision the moral imperatives of consumption, thereby providing invigorating insights for future dialogue and intellectual and social action. It privileges a consumer moral leadership imperative, which augments the conventional management imperatives of sustainability, ethics, simplicity and environmental integrity.

**Living and Leading with Heart** Macmillan

Have you ever wondered why you're so busy, where your time goes, or how much your time is really worth? Authored by leading experts in social, economic and environmental sciences, this book will radically alter your understanding of the

nature and value of  
time.

**Affluenza**

HarperCollins

The Overspent  
American explores why  
so many of us feel  
materially dissatisfied,  
why we work  
staggeringly long hours  
and yet walk around  
with ever-present  
mental "wish lists" of  
things to buy or get,  
and why Americans

save less than virtually  
anyone in the world.

Unlike many experts,  
Harvard economist  
Juliet B. Schor does not  
blame consumers' lack  
of self-discipline. Nor  
does she blame  
advertisers. Instead  
she analyzes the crisis  
of the American  
consumer in a culture  
where spending has  
become the ultimate  
social art.

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