



# Psychology and Consumer Culture: The Struggle for a Good Life in a Materialistic World

*Tim Kasser, Allen D. Kanner*

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*Psychology and Consumer Culture* provides an in-depth psychological analysis of consumerism that draws from a wide range of theoretical, clinical, and methodological approaches. The contributors to this edited volume demonstrate that consumerism and the culture that surrounds it exert profound and often undesirable effects on both people's individual lives and on society as a whole. Far from being distant influences, advertising, consumption, materialism, and the capitalistic economic system affect personal, social, and ecological well being on many levels.

Authors address consumerism's effect on everything from culture, ethnicity, and childhood development to consciousness, gender roles, identity, work stress, and psychopathology. Contributors provide a variety of potential interventions for counteracting the negative influence of consumerism on individuals and on society. The book makes a strong case that, despite psychology's past reticence to investigate issues related to consumerism, such topics are crucial to understanding human life in the contemporary age.



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