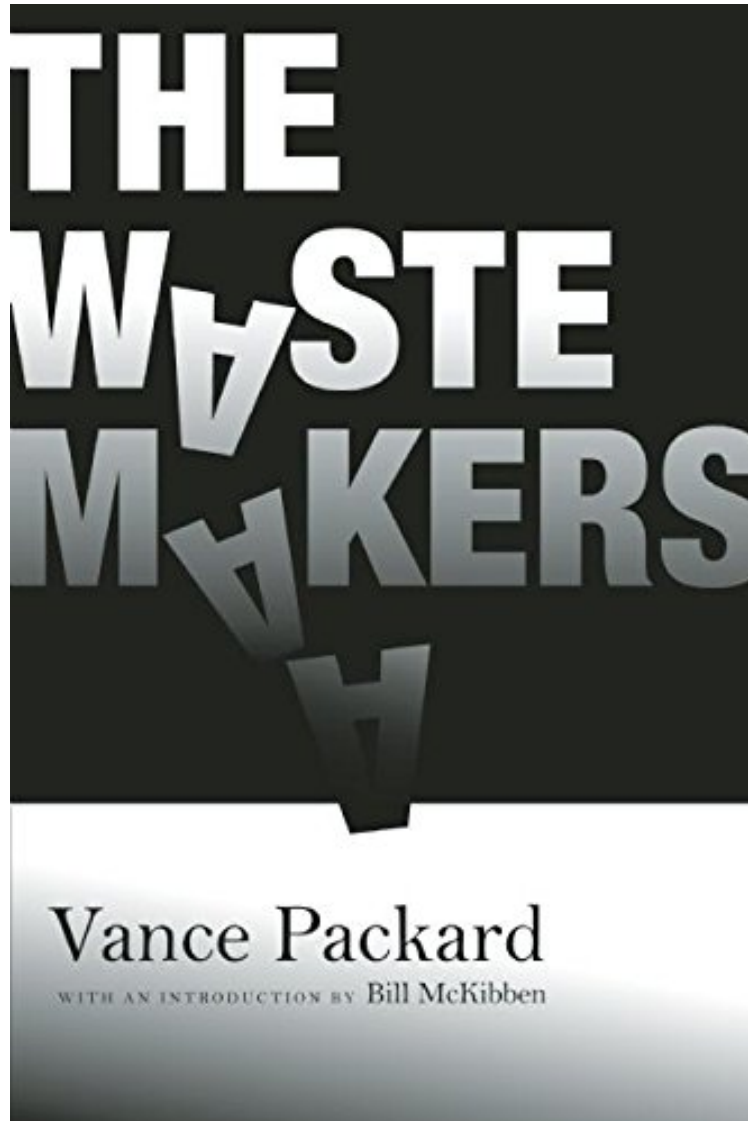


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The Waste Makers

Vance Packard

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Vance Packard : The Waste Makers before purchasing it in order to gage whether or not it would be worth my time, and all praised The Waste Makers:

2 of 2 people found the following review helpful. Highly recommend...your views on life will change. Immensely.By uma88OH WOW.A friend recommended Bill McKibben's works to me. As I was purchasing a few of his books, this one popped up in my search.Thought I'd take a chance...and glad I did.Learning SO MUCH about our wasteful society. And consider that this book was written in the '60's...and how many of his theories CAME TRUE!Enjoying this read, especially as an individual who has an engineering degree (read: used to work manufacturing) and is trying to become more of a minimalist.2 of 2 people found the following review helpful. The Waste Makers is an ingenious

look into the economy post ...By Grant OmohundroThe Waste Makers is an ingenious look into the economy post WW2. The United States was amidst a huge deficit and needed to make up huge money gaps. Vance Packard goes into great detail on exactly what and how the government utilized its power to bring more money to the USA. Packard not only speaks about what exact actions the government took, but also the mindset of the general American public at this point in time. Everything is tied together smoothly to allow the reader to really understand how these minds were corrupted and programmed to bring money in. Highly recommend!2 of 2 people found the following review helpful. It's a Conspiracy!By John Bruce BoyceWritten by the man who coined the term "status seekers", in the book The Waste Makers he coins the term "planned obsolescence". Here Vance Packard describes how industry uses fashion, shoddiness, and plain old frustration to get the consumer to throw the old product away and buy another one. The strategies go as far as designing containers where the consumer finds it almost impossible to get the last little bit of product. So he throws it away and goes out and buys a new bottle.

An exposeacute; 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 lifemdash;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 syndromemdash;"two refrigerators in every home"mdash;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.

About the AuthorVance 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.