

《逆向销售》

图书基本信息

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作者：Heath, Joseph

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内容概要

This is an explosive rejection of the myth of the counter culture in the most provocative book since "No Logo". In this wide-ranging and perceptive work of cultural criticism, Joseph Heath and Andrew Potter shatter the central myth of radical political, economic and cultural thinking. The idea of a counter culture - that is, a world outside of the consumer dominated one that encompasses us - pervades everything from the anti-globalisation movement to feminism and environmentalism. And the idea that mocking the system, or trying to 'jam' it so it will collapse, they argue, is not only counter productive but has helped to create the very consumer society that radicals oppose. In a lively blend of pop culture, history and philosophical analysis, Heath and Potter offer a startlingly clear picture of what a concern for social justice might look like without the confusion of the counter culture obsession with being different.

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