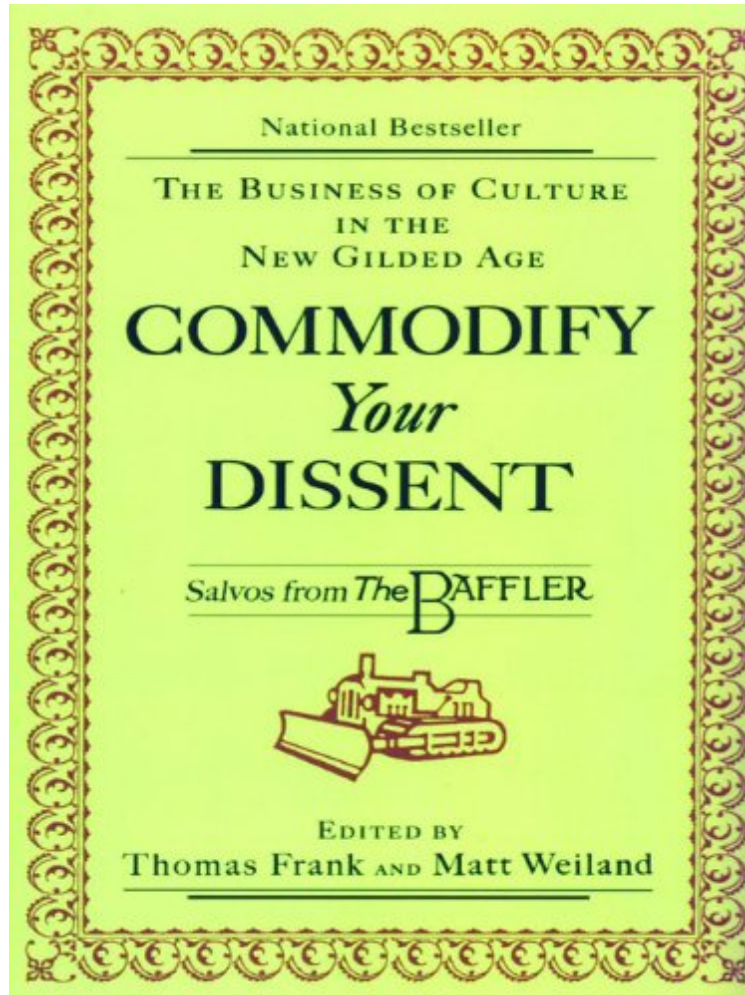


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## Commodify Your Dissent: Salvos from The Baffler

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**From W. W. Norton Company : Commodify Your Dissent: Salvos from The Baffler** before purchasing it in order to gage whether or not it would be worth my time, and all praised Commodify Your Dissent: Salvos from The Baffler:

0 of 0 people found the following review helpful. Culture CommentaryBy William T. BrownInsightful commentary of our present culture. If you want a intelligent perspective on hidden motivations current in our systems then these are the people who you will hear no where else. I congratulate their courage in publishing this magazine.0 of 0 people found the following review helpful. Four StarsBy PabloCritiques of media and popular culture in the 90s are still as relevant as ever.7 of 10 people found the following review helpful. You'll either get it or you won't.By Nicholas R. HunterIf you don't get it, don't worry. Practically the whole of western popular rock 'n' roll "culture" is geared to your tastes. For the tiny minority that is the rest of us, discovery of the Baffler is like Robinson Crusoe's discovery of footprints on the beach. Sharp writing, lots of attitude, socially conscious, and funny! Backnumbers are difficult to find, especially since the April 25th, 2001 fire which destroyed the Baffler office, so snap up this collection and take

out a subscription immediately!! The future of western civilisation, or at least the snotty, overeducated, disaffected part, might depend on you!

From the pages of *The Baffler*, the most vital and perceptive new magazine of the nineties, sharp, satirical broadsides against the Culture Trust. In the "old" Gilded Age, the barons of business accumulated vast wealth and influence from their railroads, steel mills, and banks. But today it is culture that stands at the heart of the American enterprise, mass entertainment the economic dynamo that brings the public into the consuming fold and consolidates the power of business over the American mind. For a decade *The Baffler* has been the invigorating voice of dissent against these developments, in the grand tradition of the muckrakers and *The American Mercury*. This collection gathers the best of its writing to explore such peculiar developments as the birth of the rebel hero as consumer in the pages of *Wired* and *Details*; the ever-accelerating race to market youth culture; the rise of new business gurus like Tom Peters and the fad for Hobbesian corporate "reengineering"; and the encroachment of advertising and commercial enterprise into every last nook and cranny of American life. With its liberating attitude and cant-free intelligence, this book is a powerful polemic against the designs of the culture business on us all.

.com In this thought-provoking collection of essays, editor Thomas Frank and other contributors to the contrarian journal *The Baffler* examine the unprecedented ascendancy of business as the dominating force in American life. If the closest historical parallel is with the Gilded Age and its all-powerful robber barons, Frank and his ilk clearly see themselves as the muckrakers out to expose the absurdities and abuses of big business. Today, however, advertising has come to permeate every aspect of our society, and corporations are in the business of manufacturing culture--what Frank calls the "Culture Trust." These essays analyze the ways in which this Culture Trust has co-opted the power of dissent by appropriating the language and symbolism of nonconformist youth culture, from hippie slang to grunge fashion; in other words, when the media markets rebellion, it becomes just another consumer choice. As evidence, the essayists explore the image of consumer as rebel pioneered by publications such as *Details* and *Wired*, as well as the preeminence of "revolutionary" business gurus such as Tom Peters. The result is a highly original book, a satirical and savage indictment of '90s consumerist culture. You'd have to look back at the fights between New York intellectuals in the fifties to find the sort of verbal firepower unleashed here. -- Nation [Frank is] ... perhaps the most provocative young cultural critic of the moment, and certainly the most malcontent... Although he has been to graduate school ... both his thinking and his prose hark back to a time when the radical left was something more in America than conferences and seminars attended by Foucault-steeped professors. Frank has thrown off the mandarin jargon; for him it's about wealth and power, haves and have-nots, loud and simple--it's as if he were channeling Herbert Marcuse and C. Wright Mills and Thorstein Veblen through a boom box. -- *The New York Times Book*, Gerald Marzorati

From the Back Cover The 1980s and 1990s have seen an enormous increase in the power of business over the American mind. Not since the Gilded Age have the robber barons of business accumulated more wealth or won more popular attention. But where the tycoons of yore built railroads or banks, today culture stands at the heart of American enterprise and mass entertainment has become its economic dynamo. For a decade *The Baffler* magazine has been an invigorating voice of dissent against these developments, in the tradition of the muckrakers and H. L. Mencken's *The American Mercury*. *Commodity Your Dissent* gathers together the best of its excoriating criticism of the new American cultural order, exploring such peculiar developments as the birth of the rebel consumer as hero in the pages of *Wired* and *Details*; the dramatic rise of "alternative" culture in the post-Nirvana era; the appearance of new business gurus like Tom Peters and corporate fads like "reengineering"; the ever-accelerating race to market youth culture; and the encroachment of advertising and commercial enterprise into every last nook and cranny of American life.