Contents

roleword	1)
Translator's Acknowledgements	x
Introduction George Ritzer	
Part I The Formal Liturgy of the Object	
1 Profusion	25
2 The Miraculous Status of Consumption	31
3 The Vicious Circle of Growth	37
Part II The Theory of Consumption	
4 The Social Logic of Consumption	49
5 Towards a Theory of Consumption	69
6 Personalization or the Smallest Marginal Difference	87
Part III Mass Media, Sex and Leisure	-
7 Mass-Media Culture	99
8 The Finest Consumer Object: The Body	129
9 The Drama of Leisure or the Impossibility of Wasting	
One's Time	151
10 The Mystique of Solicitude	159
11 Anomie in the Affluent Society	174
Conclusion On Contemporary Alienation or the End of the Pact with the Devil	187
Notes	197
Index	204