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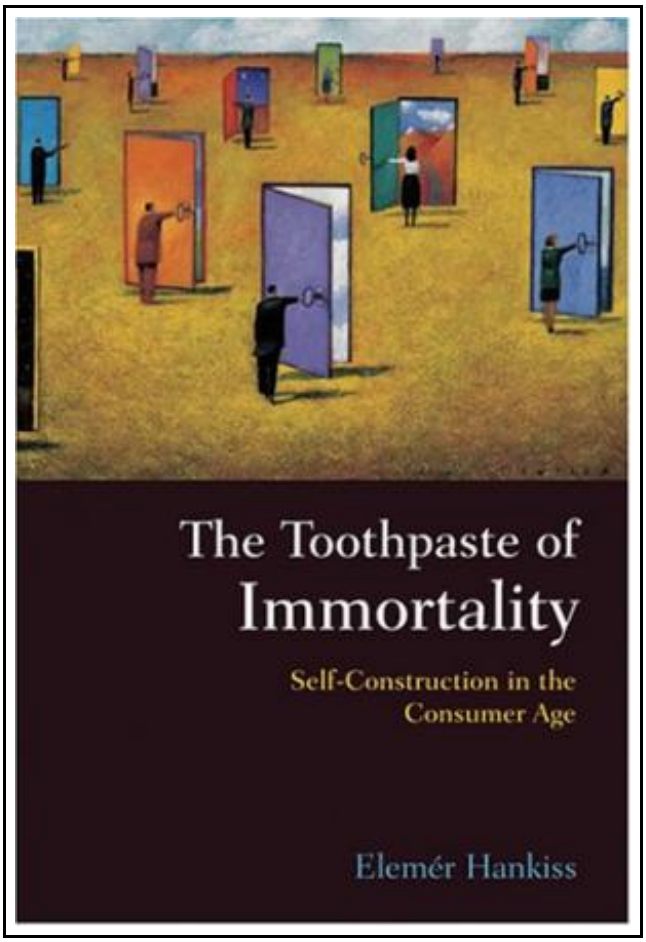

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Reviews

This book is very gripping and exciting. I was able to comprehended everything out of this written e publication. You will not truly feel monotony at at any time of your respective time (that's what catalogs are for concerning should you question me).

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THE TOOTHPASTE OF IMMORTALITY: SELF-CONSTRUCTION IN THE CONSUMER AGE (HARDBACK)

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JOHNS HOPKINS UNIVERSITY PRESS, United States, 2006. Hardback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book. This lively and insightful account reveals the profound ways in which everyday acts and artifacts of consumer civilization shape our sense of self. Elemer Hankiss shows how human beings act simultaneously in two plays. On the trivial surface of their everyday lives they work, make money, raise children, build houses, and do a lot of other things. At the same time, they also act in the existential drama of their lives-even if they are not aware of doing so. They construct and reconstruct their selves each day by striving for authenticity, the intense experience of being, dignity, meaning, and the hope of immortality. Hankiss explores this interaction between the trivial and existential, in the process unfolding its context in consumer civilization. This concept is brilliantly illustrated in a section entitled the toothpaste of immortality : If we watch enough commercials, we believe that this or that special brand of toothpaste preserves our teeth, and- per metonymiam-ourselves, young and beautiful indefinitely. And then, for a fleeting moment, there, in our bathrooms, we experience the sweet and melancholy illusion that we may stay young and beautiful forever; that we may defeat mortality; we may defeat decay and death. First published to great success in Hungarian, this entertaining and compelling book reveals surprising insights into the challenges and possibilities of self-fulfillment.

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