

The Happiness Industry: How the Government and Big Business Sold Us Well-Being

By William Davies

Verso Books. Paperback. Condition: new. BRAND NEW, The Happiness Industry: How the Government and Big Business Sold Us Well-Being, William Davies, In the past decade, governments and corporations have become increasingly interested in measuring the way people feel: 'the Happiness index', 'Gross National Happiness', 'well-being' and positive psychology have come to dominate the way we live our lives. As a result, our emotions have become a new resource to be bought and sold. In a fascinating investigation combining history, science and ideas, William Davies shows how well-being influences all aspects of our lives: business, finance, marketing and smart technology. This book will make you rethink everything from the way you work, the power of the 'Nudge', the ever-expanding definitions of depression, and the commercialization of your most private feelings. The Happiness Industry is a shocking and brilliantly argued warning about the new religion of the age: our emotions.



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