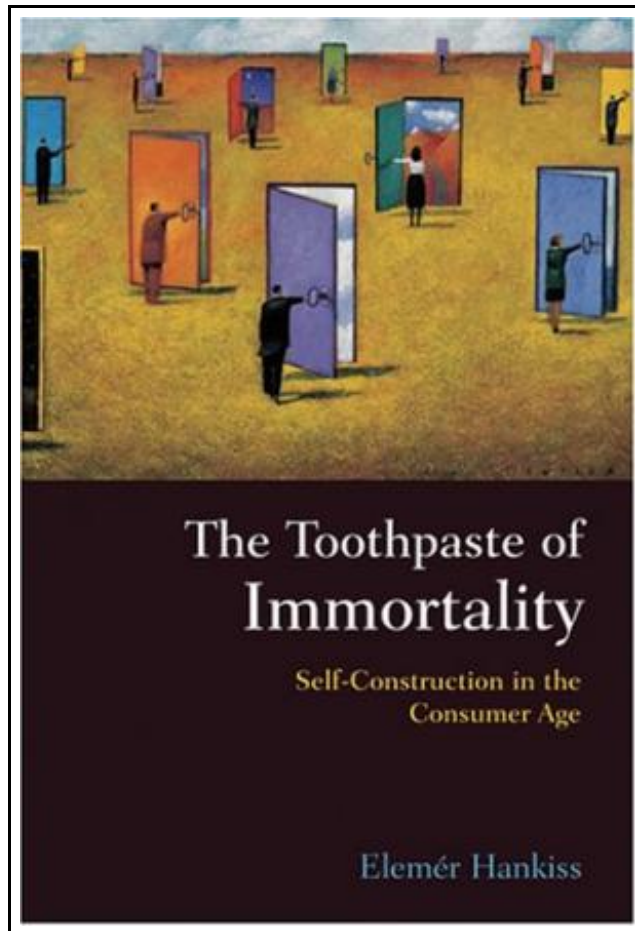


The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)



Filesize: 8.52 MB

Reviews

This pdf is fantastic. It really is basic but shocks inside the 50 % in the pdf. I realized this pdf from my i and dad encouraged this pdf to discover.

(Hunter Witting)

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

[DOWNLOAD](#)

To read **The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)** PDF, remember to follow the link under and save the document or have accessibility to additional information that are relevant to THE TOOTHPASTE OF IMMORTALITY: SELF-CONSTRUCTION IN THE CONSUMER AGE (HARDBACK) ebook.

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.



[Read The Toothpaste of Immortality: Self-construction in the Consumer Age \(Hardback\) Online](#)



[Download PDF The Toothpaste of Immortality: Self-construction in the Consumer Age \(Hardback\)](#)



[Download ePub The Toothpaste of Immortality: Self-construction in the Consumer Age \(Hardback\)](#)

Relevant Kindle Books



[PDF] A Treatise on Parents and Children

Click the hyperlink under to download "A Treatise on Parents and Children" PDF document.

[Save eBook »](#)



[PDF] The Diary of a Goose Girl (Illustrated Edition) (Dodo Press)

Click the hyperlink under to download "The Diary of a Goose Girl (Illustrated Edition) (Dodo Press)" PDF document.

[Save eBook »](#)



[PDF] The Story of Patsy (Illustrated Edition) (Dodo Press)

Click the hyperlink under to download "The Story of Patsy (Illustrated Edition) (Dodo Press)" PDF document.

[Save eBook »](#)



[PDF] The Romance of a Christmas Card (Illustrated Edition) (Dodo Press)

Click the hyperlink under to download "The Romance of a Christmas Card (Illustrated Edition) (Dodo Press)" PDF document.

[Save eBook »](#)



[PDF] To Thine Own Self

Click the hyperlink under to download "To Thine Own Self" PDF document.

[Save eBook »](#)



[PDF] The Voyagers Series - Europe: A New Multi-Media Adventure Book 1

Click the hyperlink under to download "The Voyagers Series - Europe: A New Multi-Media Adventure Book 1" PDF document.

[Save eBook »](#)



[PDF] The Clever Detective Boxed Set (a Fairy Tale Romance): Stories 1, 2 and 3
Follow the link below to download "The Clever Detective Boxed Set (a Fairy Tale Romance): Stories 1, 2 and 3" PDF file.

[Download ePub »](#)



[PDF] Fox and His Friends
Follow the link below to download "Fox and His Friends" PDF file.

[Download ePub »](#)



[PDF] Dog Farts: Pooter s Revenge
Follow the link below to download "Dog Farts: Pooter s Revenge" PDF file.

[Download ePub »](#)



[PDF] Buddy, the First Seeing Eye Dog
Follow the link below to download "Buddy, the First Seeing Eye Dog" PDF file.

[Download ePub »](#)



[PDF] Tales of Knights for Kids: Eight Short Fairy Stories about Knights for Children
Follow the link below to download "Tales of Knights for Kids: Eight Short Fairy Stories about Knights for Children" PDF file.

[Download ePub »](#)



[PDF] Eat Your Green Beans, Now!
Follow the link below to download "Eat Your Green Beans, Now!" PDF file.

[Download ePub »](#)