

## Conspicuous Consumption Penguin Great Ideas

On the Pleasure of Hating  
The Late Age of Print  
The Portable Veblen  
How Much is Enough?  
The Theory of the Leisure Class  
I Fares the Land  
Where I Lived, and What I Lived For  
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Theophrastus and His World  
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Sweetness and Power  
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### On the Pleasure of Hating

Explores how evolutionary psychology has begun to identify the prehistoric origins of human behavior and discusses how those discoveries have influenced the way consumer spending is viewed and controlled by companies, retailers, and marketers.

### The Late Age of Print

Reinterpreting the past - the greatest form of creative flattery - never goes out of fashion. In the midst of today's technologically driven design, there has been a return to the comfort of familiar imagery and typography, particularly from the twentieth century. Drawing on classic examples, *New Retro* shows how past designs can be updated to suit the needs of today. The book is organized into three parts: an introduction to retro design and when its use is appropriate; an historical survey of graphic design including timelines of key figures, movements and pieces that illustrate the evolution of important styles; and a portfolio section that showcases the best design produced in recent years and is presented by application: editorial, packaging, identity, promotional, typography and type design. *New Retro* is an essential reference book and will prove invaluable to students, for whom much of the book's content will be entirely new, and to design professionals, who are always looking for inspiration from the past.

### The Portable Veblen

Longlisted for the 2016 National Book Award for Fiction  
Finalist for the Baileys Prize for Women's Fiction  
An exuberant, one-of-a-kind novel about love and family, war and nature, new money and old values by a brilliant New Yorker contributor  
*The Portable Veblen* is a dazzlingly original novel that's as big-hearted as it is laugh-out-loud funny. Set in and around Palo Alto, amid the culture clash of new money and old (antiestablishment) values, and with the specter of our current wars looming across its pages, *The Portable Veblen* is an unforgettable look at the way we live now. A young couple on the brink of marriage—the charming Veblen and her fiancé Paul, a brilliant neurologist—find their engagement in danger of collapse. Along the way they weather everything from each other's dysfunctional families, to the

attentions of a seductive pharmaceutical heiress, to an intimate tête-à-tête with a very charismatic squirrel. Veblen (named after the iconoclastic economist Thorstein Veblen, who coined the term “conspicuous consumption”) is one of the most refreshing heroines in recent fiction. Not quite liberated from the burdens of her hypochondriac, narcissistic mother and her institutionalized father, Veblen is an amateur translator and “freelance self”; in other words, she’s adrift. Meanwhile, Paul—the product of good hippies who were bad parents—finds his ambition soaring. His medical research has led to the development of a device to help minimize battlefield brain trauma—an invention that gets him swept up in a high-stakes deal with the Department of Defense, a Bizarro World that McKenzie satirizes with granular specificity. As Paul is swept up by the promise of fame and fortune, Veblen heroically keeps the peace between all the damaged parties involved in their upcoming wedding, until she finds herself falling for someone—or something—else. Throughout, Elizabeth McKenzie asks: Where do our families end and we begin? How do we stay true to our ideals? And what is that squirrel really thinking? Replete with deadpan photos and sly appendices, *The Portable Veblen* is at once an honest inquiry into what we look for in love and an electrifying reading experience.

## **How Much is Enough?**

Throughout history, some books have changed the world. They have transformed the way we see ourselves—and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives—and destroyed them. Now, Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization, and helped make us who we are. Penguin's Great Ideas series features twelve groundbreaking works by some of history's most prodigious thinkers, and each volume is beautifully packaged with a unique type-drive design that highlights the bookmaker's art. Offering great literature in great packages at great prices, this series is ideal for those readers who want to explore and savor the Great Ideas that have shaped the world. The Stoic writings of the philosopher Seneca, who lived from c. 5 BC to AD 65, offer powerful insights into the art of living, the importance of reason and morality, and continue to provide profound guidance to many through their eloquence, lucidity and timeless wisdom. This selection of Seneca's orks was taken from the Penguin Classics edition of *Dialogues and Letters*, translated by C.D.N. Costa, and includes the essays *On the Shortness of Life*, *Consolation to Helvia*, and *On Tranquility of Mind*. From the Trade Paperback edition.

## **The Theory of the Leisure Class**

Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization, and helped make us who we are. Penguin's Great Ideas series features twelve groundbreaking works by some of history's most prodigious thinkers, and each volume is beautifully packaged with a unique type-drive design that highlights the bookmaker's art. Offering great literature in great packages at great prices, this series is ideal for those readers who want to explore and savor the Great Ideas that have shaped the world.

### **Ill Fares the Land**

Here, the author assesses our modern book culture by focusing on five key elements including the explosion of retail bookstores like Barnes & Noble and Borders, and the formation of the Oprah Book Club.

### **Where I Lived, and What I Lived For**

Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are. Thoreau's account of his solitary and self-sufficient home in the New England woods remains an inspiration to the environmental movement - a call to his fellow men to abandon their striving, materialistic existences of 'quiet desperation' for a simple life within their means, finding spiritual truth through awareness of the sheer beauty of their surroundings.

### **The City of Ladies**

A fascinating persuasive history of how sugar has shaped the world, from European colonies to our modern diets In this eye-opening study, Sidney Mintz shows how Europeans and Americans transformed sugar from a rare foreign luxury to a commonplace necessity of modern life, and how it changed the history of capitalism and industry. He discusses the production and consumption of sugar, and reveals how closely interwoven are sugar's origins as a "slave" crop grown in Europe's tropical colonies with its use first as an extravagant luxury for the aristocracy, then as a staple of the diet of the new industrial proletariat. Finally, he considers how sugar has altered work patterns, eating habits, and our diet in modern times. "Like sugar, Mintz is persuasive, and his detailed history is a real treat." -San Francisco Chronicle

### **On Friendship**

Classic of economic and social theory offers satiric examination of the hollowness and falsity suggested by the term "conspicuous consumption," exposing the emptiness of many standards of taste, education, dress, and culture.

### **Books V. Cigarettes**

A Penguin Classic In his first novel to follow the publication of his enormous success, *The Grapes of Wrath*, Steinbeck's vision comes wonderfully to life in this imaginative and unsentimental chronicle of a bus traveling California's back roads, transporting the lost and the lonely, the good and the greedy, the stupid and the scheming, the beautiful and the vicious away from their shattered dreams and, possibly, toward the promise of the future. This edition features an introduction by Gary Scharnhorst. For more than seventy years, Penguin has been the leading publisher of classic literature in the English-speaking world. With more than 1,700

titles, Penguin Classics represents a global bookshelf of the best works throughout history and across genres and disciplines. Readers trust the series to provide authoritative texts enhanced by introductions and notes by distinguished scholars and contemporary authors, as well as up-to-date translations by award-winning translators.

## **New Retro**

The Sociology Book takes on some of humankind's biggest questions: What is society? What makes it tick? Why do we interact in the way that we do with our friends, coworkers, and rivals? The Sociology Book profiles the world's most renowned sociologists and more than 100 of their biggest ideas, including issues of equality, diversity, identity, and human rights; the effects of globalization; the role of institutions; and the rise of urban living in modern society. Easy to navigate and chock-full of key concepts, profiles of major sociological thinkers, and conversation starters galore, this is a must-have, in-a-nutshell guide to some of the most fascinating questions on earth. The Sociology Book is part of the award-winning Big Ideas Simply Explained series, designed to distill big ideas and elusive theories into graspable, memorable concepts, using an approachable graphic treatment and creative typography.

## **Theophrastus and His World**

A complete year from Thoreau's journal offers an incisive look at the author's writing and thoughts.

## **On Conspiracies**

Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are. Voltaire's short, radical and iconoclastic essays on philosophical ideas from angels to idolatry, miracles to wickedness, make wry observations about human beliefs, and mock hypocrisy and extravagant piety - his call to his fellow men to act with reason and see through the lies they are fed by their leaders has provided inspiration to freethinkers everywhere.

## **Who Do You Think You Are?**

Penguin Island in all its peculiar glory: this is the tale of the enchanted island where the nearsighted Abbot Mael baptised penguins in error. These penguins ? possessed of Divine Grace by dint of baptism ? are remarkably like and unlike men; they rule the fictional land of Penguinia. (Jacketless library hardcover.) Copyright © Libri GmbH. All rights reserved.

## **The Willpower Instinct**

This is the first extended study in English of Theophrastus' *Characters*, one of the briefest but also most influential works to survive from classical antiquity. Since the seventeenth century, the *Characters* has served as a model and an inspiration for authors as diverse as La Bruyère, Thackeray, George Eliot and Elias Canetti. This study aims to locate Theophrastus and his *Characters* with respect to the political and philosophical worlds of Athens in the late fourth century, focusing on later imitators in order to provide clues to reading the Theophrastan original. Special attention is paid to the problems and possibilities of the *Characters* as testimony to the culture and society of contemporary Athens, integrating the text into the extensive fragments and testimonia of Theophrastus' other writings. The implications for the historian of the elusive humour of the *Characters*, dependent in large measure on the device of caricature, are explored in detail. What emerges is a picture of the complex etiquette appropriate for upper-class citizens in the home, the streets and other public places in Athens where individuals were on display. Through their resolutely shaming behaviour, the *Characters* illuminate the honour for which citizens should, by implication, be striving. A key theme of the study is Theophrastus' ambivalent position in Athens: a distinguished philosopher and head of the Lyceum, yet still subject to the disabilities of his metic status.

## **On Natural Selection**

Recounts how Texas oil transformed wealth and power in America through the stories of the state's four most influential oil families, tracing how they rose from modest backgrounds, shaped the government, and bankrolled the rise of modern conservatism.

## **A Year in Thoreau's Journal**

WHO ARE YOU? WHAT DEFINES YOU? WHAT IS YOUR IDENTITY? How you answer those questions affects every aspect of your life: personal, public, and spiritual. So it's vital to get the answer right. Pastor and best-selling author Mark Driscoll believes false identity is at the heart of many struggles—and that you can overcome them by having your true identity in Christ. In *Who Do You Think You Are?*, Driscoll explores the question, "What does it mean to be 'in Christ'?" In the process he dissects the false-identity epidemic and, more important, provides the only solution—Jesus. "This book will give you an unshakeable, biblical understanding of who you are in Christ. When you know who you are, you'll know what to do." —Craig Groeschel, Senior Pastor of LifeChurch.tv and author of *Soul Detox, Clean Living in a Contaminated World* "I spent years in ministry for Christ without understanding my identity in Christ. I know now that I was not alone. When, by the grace of God, we understand who we are in Christ, everything else can crumble and we will still be standing. I highly commend this book to you." —Sheila Walsh, speaker and author of *God Loves Broken People*

## **The Sociology Book**

Defining craftsmanship far more broadly than "skilled manual labor," Richard Sennett maintains that the computer programmer, the doctor, the artist, and even the parent and citizen engage in a craftsman's work. Craftsmanship names the

basic human impulse.

## **Spent**

Based on Stanford University psychologist Kelly McGonigal's wildly popular course "The Science of Willpower," *The Willpower Instinct* is the first book to explain the new science of self-control and how it can be harnessed to improve our health, happiness, and productivity. Informed by the latest research and combining cutting-edge insights from psychology, economics, neuroscience, and medicine, *The Willpower Instinct* explains exactly what willpower is, how it works, and why it matters. For example, readers will learn: Willpower is a mind-body response, not a virtue. It is a biological function that can be improved through mindfulness, exercise, nutrition, and sleep. Willpower is not an unlimited resource. Too much self-control can actually be bad for your health. Temptation and stress hijack the brain's systems of self-control, but the brain can be trained for greater willpower. Guilt and shame over your setbacks lead to giving in again, but self-forgiveness and self-compassion boost self-control. Giving up control is sometimes the only way to gain self-control. Willpower failures are contagious—you can catch the desire to overspend or overeat from your friends—but you can also catch self-control from the right role models. In the groundbreaking tradition of *Getting Things Done*, *The Willpower Instinct* combines life-changing prescriptive advice and complementary exercises to help readers with goals ranging from losing weight to more patient parenting, less procrastination, better health, and greater productivity at work.

## **The Invisible Hand**

The Satires of Juvenal capture the splendor, squalor, and sheer vibrant energy of everyday Roman life better than any other work. A member of the traditional landowning class that was rapidly seeing power slip into the hands of dynamic outsiders, Juvenal offers savage portraits of decadent aristocrats, women interested only in "rough trade" like actors and gladiators, and the pretentious sons of pimps and auctioneers. With an eye to the stern forebears of Rome's past, Juvenal puts into exquisite relief the degradation of his infamous times. For this third edition, Peter Green's celebrated translation has been substantially revised to bring it still closer to the tone and structure of Juvenal's Latin and to take into account important scholarship of the past quarter-century. The Introduction, Notes, and Bibliography have all been updated and expanded. Copyright © Libri GmbH. All rights reserved.

## **Some Anatomies of Melancholy**

More information to be announced soon on this forthcoming title from Penguin USA.

## **Sweetness and Power**

From the author of *Fashionopolis: The Price of Fast Fashion and the Future of Clothes* - Once luxury was available only to the rarefied and aristocratic world of

old money and royalty. It offered a history of tradition, superior quality, and a pampered buying experience. Today, however, luxury is simply a product packaged and sold by multibillion-dollar global corporations focused on growth, visibility, brand awareness, advertising, and, above all, profits. Award-winning journalist Dana Thomas digs deep into the dark side of the luxury industry to uncover all the secrets that Prada, Gucci, and Burberry don't want us to know. *Deluxe* is an uncompromising look behind the glossy façade that will enthrall anyone interested in fashion, finance, or culture.

## **Sensation and Sex**

From the 100-part Penguin Great Ideas series comes an excerpt from the famous *Book of the Courtier*. In his witty and perceptive discourses on the ideal virtues of a Renaissance courtier, Baldesar Castiglione sets out values that continue to offer illumination in questions of leadership and government—espousing such qualities as prudence, courage, loyalty, affability, and style, and even encouraging the playing of sport as one of the best ways to gain influence and power. Penguin Great Ideas: Throughout history, some books have changed the world. They have transformed the way we see ourselves—and each other. They have inspired debate, dissent, war, and revolution. They have enlightened, outraged, provoked, and comforted. They have enriched lives—and destroyed them. Now Penguin Great Ideas brings you the works of the great thinkers, pioneers, radicals, and visionaries whose ideas shook civilization and helped make us who we are. Other titles in the series include Niccolò Machiavelli's *The Prince*, Thomas Paine's *Common Sense*, and Charles Darwin's *On Natural Selection*.

## **Miracles and Idolatry**

Something is profoundly wrong with the way we think about how we should live today. In *Ill Fares The Land*, Tony Judt, one of our leading historians and thinkers, reveals how we have arrived at our present dangerously confused moment. Judt masterfully crystallizes what we've all been feeling into a way to think our way into, and thus out of, our great collective dis-ease about the current state of things. As the economic collapse of 2008 made clear, the social contract that defined postwar life in Europe and America - the guarantee of a basal level of security, stability and fairness -- is no longer guaranteed; in fact, it's no longer part of the common discourse. Judt offers the language we need to address our common needs, rejecting the nihilistic individualism of the far right and the debunked socialism of the past. To find a way forward, we must look to our not so distant past and to social democracy in action: to re-enshrining fairness over mere efficiency. Distinctly absent from our national dialogue, social democrats believe that the state can play an enhanced role in our lives without threatening our liberties. Instead of placing blind faith in the market-as we have to our detriment for the past thirty years-social democrats entrust their fellow citizens and the state itself. *Ill Fares the Land* challenges us to confront our societal ills and to shoulder responsibility for the world we live in. For hope remains. In reintroducing alternatives to the status quo, Judt reinvigorates our political conversation, providing the tools necessary to imagine a new form of governance, a new way of life.

## **On the Shortness of Life**

A fascinating insight into the debates and controversies about the position of women in medieval culture, written by France's first professional woman of letters. The pioneering *Book of the City of Ladies* begins when, feeling frustrated and miserable after reading a male writer's tirade against women, Christine de Pizan has a dreamlike vision where three virtues—Reason, Rectitude, and Justice—appear to correct this view. They instruct her to build an allegorical city in which womankind can be defended against slander, its walls and towers constructed from examples of female achievement both from her own day and the past: ranging from warriors, inventors, and scholars to prophetesses, artists, and saints. Christine de Pizan's spirited defense of her sex was unique for its direct confrontation of the misogyny of her day and offers a telling insight into the position of women in medieval culture.

## **Sixteen Satires Upon the Ancient Harlot**

Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are. Elegant, insightful and startlingly modern, the philosophy of Lucretius deeply influenced the course of European thought; here, he provides one of the first accounts of atomic theory, argues that there can be no life of the soul after death, and explores the sickness that we call love.

## **How to Achieve True Greatness**

Throughout history, some books have changed the world. They have transformed the way we see ourselves—and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives—and destroyed them. Now, Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization, and helped make us who we are. Penguin's Great Ideas series features twelve groundbreaking works by some of history's most prodigious thinkers, and each volume is beautifully packaged with a unique type-drive design that highlights the bookmaker's art. Offering great literature in great packages at great prices, this series is ideal for those readers who want to explore and savor the Great Ideas that have shaped the world.

## **Penguin Island**

Machiavelli is one of the most famous strategists of all time. In this collection he discusses the dangers of conspiracies, and the component parts of an army, vital for gaining and holding power in his day. He also gives advice on tactics and discipline, and explains why promises made under force ought not to be kept. GREAT IDEAS. Throughout history, some books have changed the world. They have

transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are.

## **Luxury**

Adam Smith's landmark treatise on the free market paved the way for modern capitalism, arguing that competition is the engine of a productive society, and that self-interest will eventually come to enrich the whole community, as if by an 'invisible hand'. Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are.

## **The Christians and the Fall of Rome**

### **The Big Rich**

From the 100-part Penguin Great Ideas series comes a rumination on relationships, courtesy of one of the most influential French Renaissance philosophers. Michel de Montaigne was the originator of the modern essay form; in these diverse pieces he expresses his views on friendship, contemplates the idea that man is no different from any animal, argues that all cultures should be respected, and attempts, by an exploration of himself, to understand the nature of humanity. Penguin Great Ideas: Throughout history, some books have changed the world. They have transformed the way we see ourselves—and each other. They have inspired debate, dissent, war, and revolution. They have enlightened, outraged, provoked, and comforted. They have enriched lives—and destroyed them. Now Penguin Great Ideas brings you the works of the great thinkers, pioneers, radicals, and visionaries whose ideas shook civilization and helped make us who we are. Other titles in the series include Niccolò Machiavelli's *The Prince*, Thomas Paine's *Common Sense*, and Charles Darwin's *On Natural Selection*.

### **Proceedings**

A provocative and timely call for a moral approach to economics, drawing on philosophers, political theorists, writers, and economists from Aristotle to Marx to Keynes. What constitutes the good life? What is the true value of money? Why do we work such long hours merely to acquire greater wealth? These are some of the questions that many asked themselves when the financial system crashed in 2008. This book tackles such questions head-on. The authors begin with the great economist John Maynard Keynes. In 1930 Keynes predicted that, within a century, per capita income would steadily rise, people's basic needs would be met, and no one would have to work more than fifteen hours a week. Clearly, he was wrong:

though income has increased as he envisioned, our wants have seemingly gone unsatisfied, and we continue to work long hours. The Skidelskys explain why Keynes was mistaken. Then, arguing from the premise that economics is a moral science, they trace the concept of the good life from Aristotle to the present and show how our lives over the last half century have strayed from that ideal. Finally, they issue a call to think anew about what really matters in our lives and how to attain it. *How Much Is Enough?* is that rarity, a work of deep intelligence and ethical commitment accessible to all readers. It will be lauded, debated, cited, and criticized. It will not be ignored.

## **Deluxe**

From a former New York Times science writer, this urgent call to action will empower you to stand up to climate change and environmental pollution by making simple but impactful everyday choices. With urgency and wit, Tatiana Schlossberg explains that far from being only a distant problem of the natural world created by the fossil fuel industry, climate change is all around us, all the time, lurking everywhere in our convenience-driven society, all without our realizing it. By examining the unseen and unconscious environmental impacts in four areas—the Internet and technology, food, fashion, and fuel - Schlossberg helps readers better understand why climate change is such a complicated issue, and how it connects all of us: How streaming a movie on Netflix in New York burns coal in Virginia; how eating a hamburger in California might contribute to pollution in the Gulf of Mexico; how buying an inexpensive cashmere sweater in Chicago expands the Mongolian desert; how destroying forests from North Carolina is necessary to generate electricity in England. Cataloging the complexities and frustrations of our carbon-intensive society with a dry sense of humor, Schlossberg makes the climate crisis and its solutions interesting and relevant to everyone who cares, even a little, about the planet. She empowers readers to think about their stuff and the environment in a new way, helping them make more informed choices when it comes to the future of our world. Most importantly, this is a book about the power we have as voters and consumers to make sure that the fight against climate change includes all of us and all of our stuff, not just industry groups and politicians. If we have any hope of solving the problem, we all have to do it together.

## **The World of Goods**

THE NEW YORK TIMES BESTSELLER “The story Unger weaves with those earlier accounts and his original reporting is fresh, illuminating and more alarming than the intelligence channel described in the Steele dossier.”—The Washington Post  
House of Trump, House of Putin offers the first comprehensive investigation into the decades-long relationship among Donald Trump, Vladimir Putin, and the Russian Mafia that ultimately helped win Trump the White House. It is a chilling story that begins in the 1970s, when Trump made his first splash in the booming, money-drenched world of New York real estate, and ends with Trump’s inauguration as president of the United States. That moment was the culmination of Vladimir Putin’s long mission to undermine Western democracy, a mission that he and his hand-selected group of oligarchs and Mafia kingpins had ensnared Trump in, starting more than twenty years ago with the massive bailout of a string

of sensational Trump hotel and casino failures in Atlantic City. This book confirms the most incredible American paranoias about Russian malevolence. To most, it will be a hair-raising revelation that the Cold War did not end in 1991—that it merely evolved, with Trump's apartments offering the perfect vehicle for billions of dollars to leave the collapsing Soviet Union. In *House of Trump, House of Putin*, Craig Unger methodically traces the deep-rooted alliance between the highest echelons of American political operatives and the biggest players in the frightening underworld of the Russian Mafia. He traces Donald Trump's sordid ascent from foundering real estate tycoon to leader of the free world. He traces Russia's phoenix like rise from the ashes of the post-Cold War Soviet Union as well as its ceaseless covert efforts to retaliate against the West and reclaim its status as a global superpower. Without Trump, Russia would have lacked a key component in its attempts to return to imperial greatness. Without Russia, Trump would not be president. This essential book is crucial to understanding the real powers at play in the shadows of today's world. The appearance of key figures in this book—Paul Manafort, Michael Cohen, and Felix Sater to name a few—ring with haunting significance in the wake of Robert Mueller's report and as others continue to close in on the truth.

## **Conspicuous Consumption**

This text bridges the gap between what anthropologists know about why objects are desired and what economists say about consumption behaviour.

## **On Art and Life**

Not simply an investigation into melancholy, these unique essays form part of a panoramic celebration of human behaviour from the time of the ancients to the Renaissance. God, devils, old age, diet, drunkenness, love and beauty are each given equal consideration in this all-encompassing examination of the human condition. Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are.

## **Inconspicuous Consumption**

Throughout history, some books have changed the world. They have transformed the way we see ourselves - and each other. They have inspired debate, dissent, war and revolution. They have enlightened, outraged, provoked and comforted. They have enriched lives - and destroyed them. Now Penguin brings you the works of the great thinkers, pioneers, radicals and visionaries whose ideas shook civilization and helped make us who we are. With its wry portrayal of a shallow, materialistic 'leisure class' obsessed by clothes, cars, consumer goods and climbing the social ladder, this withering satire on modern capitalism is as pertinent today as when it was written over a century ago.

## **House of Trump, House of Putin**

We live in a world obsessed by luxury. Long-distance airlines compete to offer first-class sleeping experiences and hotels recommend exclusive suites where you are never disturbed. Luxury is a rapidly changing global industry that makes the headlines daily in our newspapers and on the internet. More than ever, luxury is a pervasive presence in the cultural and economic life of the West - and increasingly too in the emerging super-economies of Asia and Latin America. Yet luxury is hardly a new phenomenon. Today's obsession with luxury brands and services is just one of the many manifestations that luxury has assumed. In the middle ages and the Renaissance, for example, luxury was linked to notions of magnificence and courtly splendour. In the eighteenth century luxury was at the centre of philosophical debates over its role in shaping people's desires and oiling the wheels of commerce. And it continues to morph today, with the growth of the global super-rich and increasing wealth polarization. From palaces to penthouses, from couture fashion to lavish jewellery, from handbags to red wine, from fast cars to easy money, Peter McNeil and Giorgio Riello present the first ever global history of luxury, from the Romans to the twenty-first century: a sparkling and ever-changing story of extravagance, excess, novelty, and indulgence.

## **The Craftsman**

Beginning with a dilemma about whether he spends more money on reading or smoking, George Orwell's entertaining and uncompromising essays go on to explore everything from the perils of second-hand bookshops to the dubious profession of being a critic, from freedom of the press to what patriotism really means.

## **The Wayward Bus**

William Hazlitt's tough, combative writings on subjects ranging from slavery to the imagination, boxing matches to the monarchy, established him as one of the greatest radicals of his age and have inspired journalists and political satirists ever since.

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