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This is where Gary Cross's book, "An All-Consuming Century" comes into the picture. This is a truly eye-opening book, full of deep insights into this sickness currently ailing our society. Cross's most cogent claim is that consumerism is the "ideology" that toppled all the other -isms of the 20th century.

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Cross, Gary. 2000. An All-Consuming Century: Why Commercialism Won in Modern America, New York: Columbia University Press, 256 pp., \$27.50. The battle between consumerism and anticonsumerism in America is not a recent phenomenon.

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