

- 12 - Consumerist Society - "Must be by passing phase" in world history
- 22 - 23 "Consumer" = Person - Environmental Harm
- 24 - Difficulty of transforming to sustainability - can scarcely be overestimated
- 25 Problem a Conundrum - no satisfactory solution
a quixotic proposal.
- 25 - His ideas about future Motivations for humans (other than Materialism)
- 25 - Basic Requirements - we change our values
- 27 Poorest 5th - 20% of income
- 28 - seems "far fetched" to us that we are so affluent
- 34 - Quotes - We believe in consumerism
- 36 - The "wildfire spread of consumerism" - most rapid change in existence ever Can Destroy Environment Can't provide satisfaction
- 37 - The Avarice of Mankind is insatiable. Aristotle
- 38 - H desires are infinitely expandable
- 38 - Since 1950 we've consumed more than the total by
- 40 - Why? mankind previously
Greed, - or social nature - Desire to belong
- 40 ADDICTION Tiber Scitovsky - Consumption is Addictive - Each luxury becomes necessity, new luxury must be found.
- 41 - Main Determinants of Happiness (Family, Work, Talents, Leisure, Friendships) Not related to Consumption.
- 42 - People aren't satisfied - only they don't seem to know why they're not... only hope - getting more
- 60 Human wants will overrun the biosphere unless they shift from material to Non Material ends

- 77 - Food Goal - Bring about Convergence of 3 Groups
- 84 - The sprawl that convenience makes them indispensable.
- 92 Average Energy Production, per day, of an American
6 material use Petro / Coal / Mineral
Agriculture /
- 107 What would it do to society to shift from high consumption to low consumption - Analyze
consume - or decline argument
- Huge Dislocation BUT
- How Much Is Enough?
- 107 Ignore it & kill the earth - Problems much worse
- 107 Paragraph - If we attempt to preserve it Ecological forces will dismantle it savagely - can transform it
- 110 - What Governments must Do
- 110 - First Step - A real Accounting - Taking use of Nature into account. Real costs to earth - more than price tags reveal
- if Goods reflect real costs - then market can guide reduced use.
- 129 - Must Change Commercial TV to save the earth - good luck
- "High on the Hog" Ad Campaign
- 135 - This last Century - Conscious Cultivation of Needs
- Pharmacology not Totalitarianism
Puritanism
Fascism
Selectionism
- 136 - Ethics - morality
Golden Rule of Ecological Society - Intergenerational Sustainability for Humans
- 137 (3) Determinants of Happiness Family, Social Work - Culture
- 141 - Time do not waste on Consumption
- 143 - From Hist. perspective - it is Consumerism
Not moderation that is "aberrant value system"
- All Rel. (Toynbee) see materialist focus as disaster
- 144 MATERIALISM ma of consumer
+ TABLE of the World's Religions Christian

145 Ben Franklin on Money/Happiness
149 - MAT. The future of life on earth depends
on whether we among the richest fifth of
the world's people, having fully met our
material needs, can turn to non material sources
of fulfillment.

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