



## The Impulse Society

By Roberts, Paul

Book Condition: New. Publisher/Verlag: Bloomsbury Trade | What's wrong with getting what we want? | From the author of *The End of Oil* and *The End of Food*, a galvanizing look at our restless and overindulged impulse society. Living in an impulse society is driving us towards depletion. *The Impulse Society* is a radical call to arms. It is a huge, conversation starting way we live now book. | America in the Age of Instant Gratification What do soaring debt, endemic narcissism, road rage, political attack ads and killer drones share in common? All are symptoms of a society that moves, reflexively and relentlessly, to exploit the fastest, most efficient means to any end, without regard to cost. This is the 'impulse society' in which we live. In every facet of postindustrial society - the way we eat, the way we communicate and entertain, the way we work, the way we court lovers and raise children, educate and govern - technology and affluence has let us reach our goals with a speed and efficiency unimaginable even a generation ago. But the result is not all milk, honey, and gold. Companies now reflexively maximise short-term gain at the expense of long-term...



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