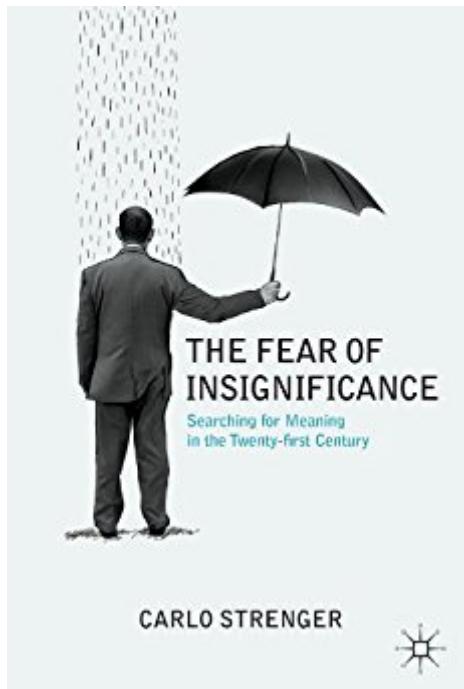


The book was found

The Fear Of Insignificance: Searching For Meaning In The Twenty-First Century



Synopsis

This book shows how, after the fall of the Berlin Wall in 1989, the Gospel of the free market became the only world-religion of universal validity. The belief that all value needs to be quantifiable was extended to human beings, whose value became dependent on their rating on the various ranking-scales in the global infotainment system.

Book Information

File Size: 577 KB

Print Length: 230 pages

Publisher: Palgrave Macmillan; 2011 edition (February 14, 2011)

Publication Date: February 14, 2011

Sold by: Digital Services LLC

Language: English

ASIN: B00BHYTTC8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #1,046,374 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #67 in Books > Medical Books > Psychology > Movements > Existential #547 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Politics & Government > Specific Topics > Globalization #1310 in Kindle Store > Kindle eBooks > Nonfiction > Politics & Social Sciences > Philosophy > Political

Customer Reviews

"The fear of insignificance" explores the popular mindset today--one that includes obsession with celebrity, status, and one's position in the world. Strenger analyzes the dangers of being dwarfed by the have-alls, and feeling insignificant and unhappy with one's own life as a result. The book is divided into three parts: "The Defeat of Mind," "From the I Commodity to the Dreams of Individuality," and "Reclaiming Our Minds." The first part delves into the popular belief system advocated by the modern media, most notably the "just do it" campaigns where celebrities, while marketing a product, are held up as heroes while they preach that anything is possible if one just reaches for the stars. The problem with such a popular belief system, as Strenger analyzes it, is that

it's very easy to believe but not as realistic in life. The second part of the book puts emphasis on refraining oneself from seeing their life in terms of satisfying others and how much money one makes, but instead working on getting a satisfaction with the life one has. Stenger reflects that everyone is born with some limitations, and the people who make it to the top are no exceptions: they either had connections, luck, or some other unpredictable factors that lead them to success. Instead of buying into the star and dream obsessed media culture, Strenger advises people to avoid seeing themselves as "commodities," shun away from comparing themselves to others, and venture throughout their own lives with an open heart and mind--something discussed more in the third part of the book, along with religion. Overall, I thought Strenger's convincing argument was very relevant to today's "keeping up with the Jones's" world.

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