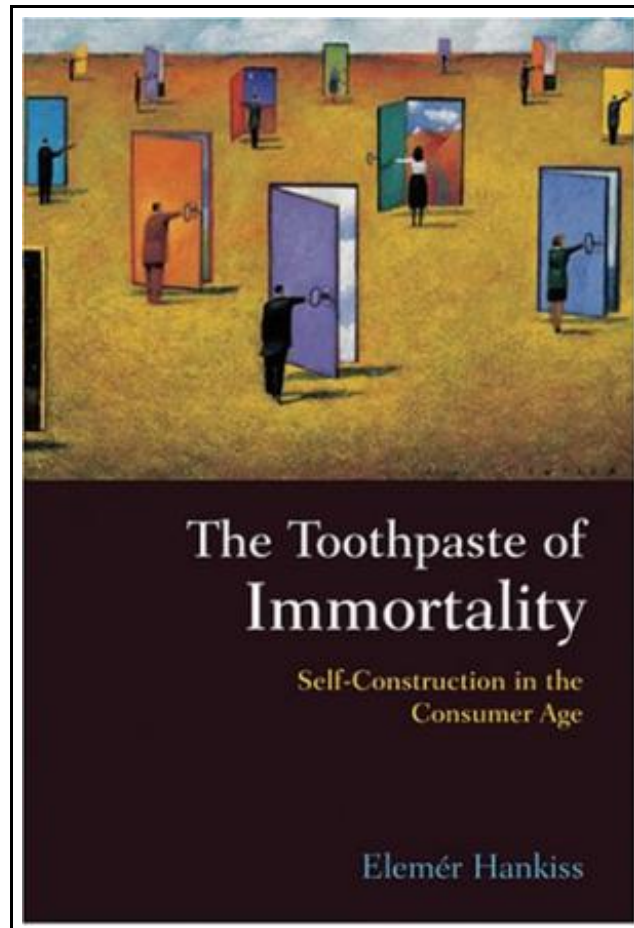


## The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)



Filesize: 6.05 MB

### ***Reviews***

*It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.*

***(Dr. Kayden Gerlach)***

## THE TOOTHPASTE OF IMMORTALITY: SELF-CONSTRUCTION IN THE CONSUMER AGE (HARDBACK)



To read **The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)** PDF, please refer to the button below and download the file or have access to other information which might be relevant to THE TOOTHPASTE OF IMMORTALITY: SELF-CONSTRUCTION IN THE CONSUMER AGE (HARDBACK) book.

JOHNS HOPKINS UNIVERSITY PRESS, United States, 2006. Hardback. Book Condition: New. 229 x 150 mm. Language: English . Brand New Book. This lively and insightful account reveals the profound ways in which everyday acts and artifacts of consumer civilization shape our sense of self. Elemer Hankiss shows how human beings act simultaneously in two plays. On the trivial surface of their everyday lives they work, make money, raise children, build houses, and do a lot of other things. At the same time, they also act in the existential drama of their lives-even if they are not aware of doing so. They construct and reconstruct their selves each day by striving for authenticity, the intense experience of being, dignity, meaning, and the hope of immortality. Hankiss explores this interaction between the trivial and existential, in the process unfolding its context in consumer civilization. This concept is brilliantly illustrated in a section entitled the toothpaste of immortality : If we watch enough commercials, we believe that this or that special brand of toothpaste preserves our teeth, and- per metonymiam-ourselves, young and beautiful indefinitely. And then, for a fleeting moment, there, in our bathrooms, we experience the sweet and melancholy illusion that we may stay young and beautiful forever; that we may defeat mortality; we may defeat decay and death. First published to great success in Hungarian, this entertaining and compelling book reveals surprising insights into the challenges and possibilities of self-fulfillment.



**Read The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback) Online**



**Download PDF The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)**



**Download ePub The Toothpaste of Immortality: Self-construction in the Consumer Age (Hardback)**

## You May Also Like



### [PDF] A Treatise on Parents and Children

Access the web link listed below to get "A Treatise on Parents and Children" PDF file.

[Save Document »](#)



### [PDF] The Diary of a Goose Girl (Illustrated Edition) (Dodo Press)

Access the web link listed below to get "The Diary of a Goose Girl (Illustrated Edition) (Dodo Press)" PDF file.

[Save Document »](#)



### [PDF] The Story of Patsy (Illustrated Edition) (Dodo Press)

Access the web link listed below to get "The Story of Patsy (Illustrated Edition) (Dodo Press)" PDF file.

[Save Document »](#)



### [PDF] The Romance of a Christmas Card (Illustrated Edition) (Dodo Press)

Access the web link listed below to get "The Romance of a Christmas Card (Illustrated Edition) (Dodo Press)" PDF file.

[Save Document »](#)



### [PDF] To Thine Own Self

Access the web link listed below to get "To Thine Own Self" PDF file.

[Save Document »](#)



### [PDF] The Voyagers Series - Europe: A New Multi-Media Adventure Book 1

Access the web link listed below to get "The Voyagers Series - Europe: A New Multi-Media Adventure Book 1" PDF file.

[Save Document »](#)



**[PDF] Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online**

Access the link under to get "Talking Digital: A Parent s Guide for Teaching Kids to Share Smart and Stay Safe Online" PDF file.

[Download ePub »](#)



**[PDF] How to Make a Free Website for Kids**

Access the link under to get "How to Make a Free Website for Kids" PDF file.

[Download ePub »](#)



**[PDF] Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral**

Access the link under to get "Fart Book African Bean Fart Adventures in the Jungle: Short Stories with Moral" PDF file.

[Download ePub »](#)



**[PDF] A Cathedral Courtship (Illustrated Edition) (Dodo Press)**

Access the link under to get "A Cathedral Courtship (Illustrated Edition) (Dodo Press)" PDF file.

[Download ePub »](#)



**[PDF] The Clever Detective Boxed Set (a Fairy Tale Romance): Stories 1, 2 and 3**

Access the link under to get "The Clever Detective Boxed Set (a Fairy Tale Romance): Stories 1, 2 and 3" PDF file.

[Download ePub »](#)



**[PDF] Penelope s Irish Experiences (Dodo Press)**

Access the link under to get "Penelope s Irish Experiences (Dodo Press)" PDF file.

[Download ePub »](#)