

# Contents

---

	Acknowledgments	ix
	Introduction: Meaning and Value in the Everyday	1
Part I	<b>RE-CIVILIZATION AND RE-ENLIGHTENMENT: TRANSITIONS OF THE EARLY POSTWAR PERIOD, 1945-1971</b>	
	1. The Imperatives of Waste	19
	2. Better Living through Consumption	44
Part II	<b>SHOCKS, SHIFTS, AND SAFEGUARDS: DEFENDING MIDDLE-CLASS LIFESTYLES, 1971-1981</b>	
	3. Wars against Waste	93
	4. A Bright Stinginess	133
Part III	<b>ABUNDANT DUALITIES: WEALTH AND ITS DISCONTENTS IN THE 1980s AND BEYOND</b>	
	5. Consuming Desires	161
	6. Living the Good Life?	193
	7. Battling the Time Thieves	209
Part IV	<b>AFFLUENCE OF THE HEART: IDENTITIES AND VALUES IN THE SLOW-GROWTH ERA, 1991-PRESENT</b>	
	8. Greening Consciousness	223
	9. We Are All Waste Conscious Now	241
	10. Sorting Things Out	266
	Afterword: Waste and Well-Being	295
	Notes	307
	Bibliography	355
	Index	389