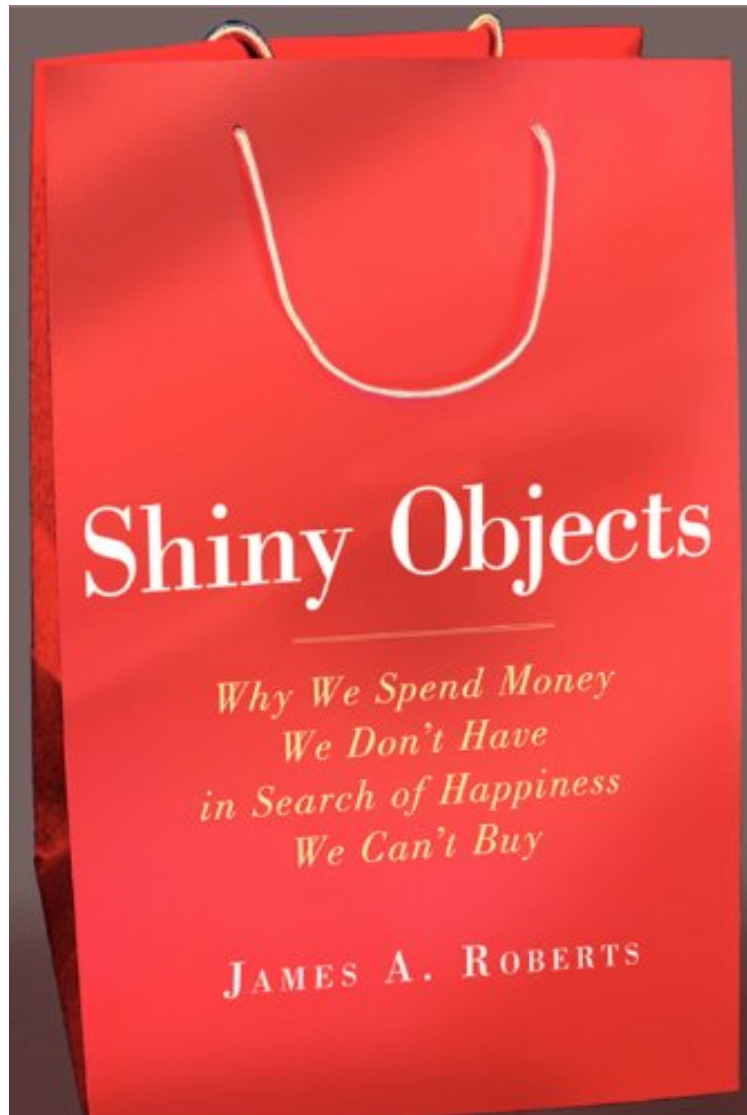


[Download] Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy

Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy

James A. Roberts

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James A. Roberts : Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy:

19 of 19 people found the following review helpful. Very interesting, well documented book. A must read! By DRLI highly recommend Shiny Objects: Why We Spend Money We Don't Have in Search of Happiness We Can't Buy to readers of all ages from teenage to senior citizens. Dr. Robert's book is very well written and documented. The

chapters in the book are based on painstaking research that backs up the book's contents. The book integrates material from the fields of marketing, psychology, and finance in a way that makes it fun to read and practical in numerous ways. I was especially intrigued by the topic of compulsive buying and the problems that it can cause. It was eye-opening to read that compulsive buyers are more likely to suffer from anxiety disorders, eating disorders, substance abuse and other impulsive disorders in addition to having negative feelings about themselves and their lives in general. I also found the discussion concerning product placement in movies and in TV and radio shows quite interesting. The shiny objects are truly hiding in plain sight. If people in a popular movie are drinking a particular soft drink, then it must be good. These are but two examples of a multitude of interesting findings presented in the book. I like how Roberts ends the book by presenting ways an individual can successfully alter his/her behavior to get out of the rut of compulsive buying, out of control spending, and living from paycheck-to-paycheck. Whether you are looking for something to read for pleasure and/or you could benefit from the knowledge and advice provided in this book, *Shiny Objects* is well worth the purchase price.

1 of 1 people found the following review helpful. Worst book
By Pink Poorly written and organized. Repeatedly noted that X would be discussed in a future chapter. The information was repeated ad nauseum from chapter to chapter, and some simply anecdotal. Not at all a scholarly work.
0 of 0 people found the following review helpful. Great research
By Tiffany M. Hollums This book is heavy on research and theory but I craved more practical helps. The self reflective quizzes were enlightening

In *Shiny Objects*, a cross between *In Praise of Slowness* and *The Tipping Point*, consumer behavior expert Professor James A. Roberts takes us on a tour of America's obsession with consumerism—pointing out its symptoms, diagnosing specific problems, and offering a series of groundbreaking solutions. Roberts gives practical advice for how to correct the materialistic trends in our lives which lock us into a cycle of financial hardship and stress. *Shiny Objects*, a new *The Paradox of Choice* for the modern reader, is more than a critique of capitalism—it's also an exploration into how we can live happier, fuller, more productive lives today.

"*Shiny Objects* is a superb explanation of how, why, and when Americans became obsessed with consumption. This book is both entertaining and thought-provoking as it forces the reader to confront his or her own views and values. For that reason alone, it is worth its weight in gold." (Jim Randel, author of *The Skinny on Willpower: How to Develop Self-Discipline*) "Without shying away from the unpopular truth, Roberts encourages us to step back, notice, and yes, even laugh at our obsession with shiny objects. Important research findings and Practical exercises help us embrace our values and understand that we can never get enough of what we don't really need." (April Lane Benson, Ph.D. author of *To Buy or Not to Buy: Why We Overshop and How to Stop*) "Now along comes *Shiny Objects*, which promises to explore and explain Americans' possession obsession. Roberts' book contains hard evidence for some claims you probably already suspected were true... [and] includes some genuinely sobering statistics. Roberts knows his stuff." (Associated Press) "Roberts... gives us evidence that we can't buy happiness, or stress relief, despite the fact that the current version of the American Dream tells us otherwise. This [book] contains both the plain truth and real-world solutions for the financial dilemma many... are struggling with." (New Age Retailer) "*Shiny Objects* [is] an intellectual approach to an emotionally charged subject—consumerism—with suggestions on how to escape materialism and build a life with real meaning." (Shelf Awareness) "Marketing professor Roberts examines the perceived relationship between materialism and happiness in the quest for status, self-image, or comfort, and the havoc it is wreaking in individual lives and the U.S. economy. A far-reaching analysis of why we spend so much and how to break the habit." (Booklist) "Dr. James A. Roberts, professor of marketing at Baylor, has studied consumerism in America and has revealed some of the secrets of marketers in his recent book *Shiny Objects: Why We Spend Money We Don't Have In Search of Happiness We Can't Buy*." (Baylor Lariat) "An intriguing cultural history—cum—self-help book with abundant hard scientific data." (Publishers Weekly) "From the Back Cover Americans toss out 140 million cell phones every year. We discard 2 million plastic bottles every five minutes. And our total credit-card debt as of July 2011 is \$793 billion. Plus, credit cards can make you fat. The American Dream was founded on the belief that anyone dedicated to thrift and hard work could create opportunities and achieve a better life. Now that dream has been reduced to a hyperquantified desire for fancier clothes, sleeker cars, and larger homes. We've lost our way, but James Roberts argues that it's not too late to find it again. In *Shiny Objects*, he offers us an opportunity to examine our day-to-day habits, and once again strive for lives of quality over quantity. Mining his years of research into the psychology of consumer behavior, Roberts gets to the heart of the often-surprising ways we make our purchasing decisions. What he and other researchers in his field have found is that no matter what our income level, Americans believe that we need more to live a good life. But as our standard of living has climbed over the past forty years, our self-reported happiness levels have flatlined. Roberts isn't merely concerned with the GDP or big-ticket purchases—damaging spending habits play out countless times a day, in ways big and small: he demonstrates that even the amount we spend at our favorite fast-food joint increases anywhere from 60 to 100 percent when we use a credit card instead of cash. Every time we

watch TV or turn on a radio we're exposed to marketing messages (experts estimate up to 3,000 of them daily). Consumption is king, and its toll is not just a financial one: relationships are suffering, too, as materialism encroaches on the time and value we give the people around us. By shedding much-needed light on the science of spending, Roberts empowers readers to make smart changes, improve self-control, and curtail spending. The American Dream is still ours for the taking, and *Shiny Objects* is ultimately a hopeful statement about the power we each hold to redefine the pursuit of happiness.

About the Author James A. Roberts is a professor of marketing at Baylor University in Waco, Texas, where he has been a faculty member since 1991. Roberts is a nationally recognized expert on consumer behavior, and his research on compulsive buying, credit-card abuse, and the way that materialism affects our quality of life has been featured in media outlets including ABC's World News, NPR, the New York Times, USA Today, and Cosmopolitan.