



Maker Library

Packard, Vance. *The Waste Makers*. IG Publishing, 1960.

"*The Waste Makers* predicted the state of US consumerism today in much the same way that Marshall McLuhan's 1967 *The Medium is the Message* did for American media: in 2016, whole demographic tranches can be considered victims of "the systematic attempt of business to make us wasteful, debt-ridden, permanently discontented individuals." Packard's ideas predated and informed some of the most consequential sociology of the late 20th century, from *Robert Putnam's Bowling Alone: The Collapse and Revival of American Community* to *Chuck Palahniuk's Fight Club*.

I found a copy of the book, bedraggled and heavily annotated, at The Strand bookstore in New York City, circa 2003, and it seemed to speak directly to me. Packard doesn't engage with repair, but without a business climate encouraging people to buy more things than they could realistically take care of, we'd never have had reason to have a conversation about why people stopped fixing things at all."

Derrick Mead
Featured Librarian
October