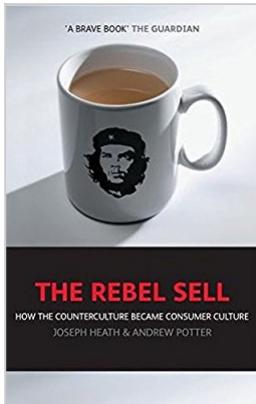


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With the popularity of Michael Moore, *Adbusters* magazine and Naomi Klein's *No Logo*, it's hard to ignore the growing tide of resistance to our corporate-controlled world. But do these vocal opponents of the status quo offer us a real political alternative?

In this lively blend of pop culture, history and philosophical analysis, Joseph Heath and Andrew Potter argue that this countercultural opposition to "the system" has not only been unproductive but has helped to create the very consumer society that radicals oppose. This thought-provoking book will enrage and entertain today's countercultural rebels *and* their opponents on the political right.

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Editorial Review

About the Author

JOSEPH HEATH is director of the Centre for Ethics at the University of Toronto, as well as professor in the department of philosophy and the School of Public Policy and Governance. He is the author of five books, including *The Rebel Sell: Why the Culture Can't Be Jammed* (with Andrew Potter) and *Filthy Lucre: Economics for People Who Hate Capitalism*. He lives in Toronto.

Andrew Potter is the coauthor of the international bestseller *Nation of Rebels*. A journalist, writer, and teacher, he lives in Toronto. Follow him on Twitter (@jandrewpotter).

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