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# Bobos In Paradise The New Upper Class And How They Got There

## David Brooks

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With Audio Recording

The Case against the Professional Managerial Class  
Class

The Life, Death, and Mythic Afterlife of George Armstrong Custer

A Theory of the Aspirational Class

Bohemian New York and the Creation of a New Century

This Will Make You Smarter

George W. Bush and the Bush Family Dynasty

Bobos in Paradise

Bohemian Paris

A Story of How Success Happens

Don't Get Too Comfortable

The Rise of the Creative Class  
Into the New Millenium  
The New Upper Class and how They Got There  
From Politics to the Pews  
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The Social Animal  
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Command Performance  
100 Things You Don't Wanna Know about Bobos in Paradise  
The New Upper Class and How They Got There  
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A Novel  
A Novel  
How to Live Forever  
Bobos in Paradise and On Paradise Drive  
The Enduring Power of Connecting the Generations  
What's the Matter with Kansas?

Awakening the Power of Families and Neighborhoods  
The Quest for a Moral Life  
The Irish Economic Triumph and the Rise of Ireland's New Elite  
Culture, Politics, and the Boundaries of Bourgeois Life, 1830-1930  
How Partisanship and the Political Environment Shape Religious Identity  
The Inequality Reader  
The People and Forces Behind America's Fifty-Year Fall--and Those Fighting to Reverse It

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Class And How  
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by guest  
*David Brooks*

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## **DRAKE SCHMITT**

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With Audio Recording  
Princeton University Press  
In this revelatory  
narrative covering the  
years 1967 to 2017,  
Steven Brill gives us a

stunningly cogent picture  
of the broken system at  
the heart of our society.  
He shows us how, over  
the last half century,  
America's core  
values—meritocracy,  
innovation, due process,  
free speech, and even  
democracy itself—have  
somehow managed to

power its decline into  
dysfunction. They have  
isolated our best and  
brightest, whose positions  
at the top have never  
been more secure or more  
remote. The result has  
been an erosion of  
responsibility and  
accountability, an  
epidemic of

shortsightedness, an increasingly hollow economic and political center, and millions of Americans gripped by apathy and hopelessness. By examining the people and forces behind the rise of big-money lobbying, legal and financial engineering, the demise of private-sector unions, and a hamstrung bureaucracy, Brill answers the question on everyone's mind: How did we end up this way? Finally, he introduces us to those working quietly and effectively to repair

the damages. At once a diagnosis of our national ills, a history of their development, and a prescription for a brighter future, *Tailspin* is a work of riveting journalism—and a welcome antidote to political despair. Princeton University Press World-renowned urbanist Richard Florida's bestselling classic on the transformation of our cities in the twenty-first century—now updated with a new preface In his modern classic *The Rise of the Creative Class*,

urbanist Richard Florida identifies the emergence of a new social class reshaping the twenty-first century's economy, geography, and workplace. This Creative Class is made up of engineers and managers, academics and musicians, researchers, designers, entrepreneurs and lawyers, poets and programmer, whose work turns on the creation of new forms. Increasingly, Florida observes, this Creative Class determines how workplaces are organized, which

companies prosper or go bankrupt, and which cities thrive, stagnate or decline. Florida offers a detailed occupational, demographic, psychological, and economic profile of the Creative Class, examines its global impact, and explores the factors that shape "quality of place" in our changing cities and suburbs. Now updated with a new preface that considers the latest developments in our changing cities, *The Rise of the Creative Class* is the definitive edition of

this foundational book on our contemporary economy. *The Case against the Professional Managerial Class* Simon and Schuster Originally published as: *Bobos in Paradise: the new upper class and how they got there.* c2000; and: *On Paradise Drive: how we live now (and always have) in the future tense.* c2004. *Class* CRC Press A comprehensive and balanced biography of the controversial George Armstrong Custer. *The Life, Death, and*

*Mythic Afterlife of George Armstrong Custer* Lennex Encompassing a spectrum of conservative thought and political and social commentary, an anthology of essays features the writings of Mark Helprin, Peggy Noonan, Rush Limbaugh, and others *A Theory of the Aspirational Class* JHU Press Brooks (history, U. of London) focuses on internal politics and such figures as Chamberlain, Balfour, Lloyd George, Asquith, and Churchill, but

also describes the social and economic context of challenges to free trade, the New Poor Law, the House of Lords, and the Irish Union; and the rise of organized labor and the feminist movement. A succinct treatment that includes 20 documents from the period. Suitable as an undergraduate textbook. Distributed in the US by St. Martin's Press. Annotation copyright by Book News, Inc., Portland, OR  
**Bohemian New York and the Creation of a New Century** Routledge

Jane Alexander had never been involved in mainstream politics and was happily engaged in her acting career when she was asked to consider becoming head of the embattled National Endowment for the Arts in the early 1990s. When, during her first visit to the Hill, Senator Strom Thurmond barked at her, "You gonna fund pornography?" she knew it would be a rough ride. Nothing had quite prepared her for the role of madame chairman. Her tenure coincided with the

ascent of the infamous 104th Congress, presided over by Speaker Newt Gingrich, and its campaign to eliminate the Endowment completely. In *Command Performance*, Alexander brings a Washington outsider's perspective and an actor's eye for the telling human detail to an anecdote-filled story of the art of politics and the politics of art. And at the start of a new administration in Washington, she reminds us why we need art and why government should

be in the business of supporting it.

**This Will Make You Smarter**

U of Nebraska Press

From the influential and hugely popular "New York Times" columnist and bestselling author of "Bobos in Paradise" comes a landmark exploration of how human beings and communities succeed.

*George W. Bush and the Bush Family Dynasty*

Anchor Canada

A guide to bourgeois bohemianism describes the social class' attitudes

towards consumption, business, intellectualism, pleasure, spiritual life, and politics.

*Bobos in Paradise* Picador

Do you believe that spending \$15,000 on a media center is vulgar, but that spending \$15,000 on a slate shower stall is a sign that you are at one with the Zenlike rhythms of nature? Do you work for one of those visionary software companies where people come to work wearing hiking boots and glacier glasses, as if a wall of ice were about to come sliding through the

parking lot? If so, you might be a Bobo. In his bestselling work of "comic sociology," David Brooks coins a new word, Bobo, to describe today's upper class -- those who have wed the bourgeois world of capitalist enterprise to the hippie values of the bohemian counterculture. Their hybrid lifestyle is the atmosphere we breathe, and in this witty and serious look at the cultural consequences of the information age, Brooks has defined a new generation.

*Bohemian Paris* University

of Chicago Press  
The irresistible stars of *I Must Have Bobo!* return in another everyday adventure in domestic disharmony, complete with an audio recording! Willy wants to write a storybook starring Bobo—and act out revenge fantasies on Earl—but Earl keeps wrecking the story (hence the desire to act out revenge fantasies!). Quit it, Earl...and stop stealing Bobo! But sometimes it only takes a small thing to realize that even sworn enemies have something

in common. For instance: Bobo and Earl both have very snakey tails! Is that a truce? Don't count on it. *A Story of How Success Happens* Berrett-Koehler Publishers  
For a century and a half, the artists and intellectuals of Europe have scorned the bourgeoisie. And for a millennium and a half, the philosophers and theologians of Europe have scorned the marketplace. The bourgeois life, capitalism, Mencken's "booboisie" and David Brooks's

"bobos"—all have been, and still are, framed as being responsible for everything from financial to moral poverty, world wars, and spiritual desuetude. Countering these centuries of assumptions and unexamined thinking is Deirdre McCloskey's *The Bourgeois Virtues*, a magnum opus that offers a radical view: capitalism is good for us. McCloskey's sweeping, charming, and even humorous survey of ethical thought and economic realities—from

Plato to Barbara Ehrenreich—overturns every assumption we have about being bourgeois. Can you be virtuous and bourgeois? Do markets improve ethics? Has capitalism made us better as well as richer? Yes, yes, and yes, argues McCloskey, who takes on centuries of capitalism's critics with her erudition and sheer scope of knowledge. Applying a new tradition of "virtue ethics" to our lives in modern economies, she affirms American capitalism

without ignoring its faults and celebrates the bourgeois lives we actually live, without supposing that they must be lives without ethical foundations. High Noon, Kant, Bill Murray, the modern novel, van Gogh, and of course economics and the economy all come into play in a book that can only be described as a monumental project and a life's work. The Bourgeois Virtues is nothing less than a dazzling reinterpretation of Western intellectual history, a dead-serious

reply to the critics of capitalism—and a surprising page-turner. *Don't Get Too Comfortable* U of Minnesota Press How the leisure class has been replaced by a new elite, and how their consumer habits affect us all In today's world, the leisure class has been replaced by a new elite. Highly educated and defined by cultural capital rather than income bracket, these individuals earnestly buy organic, carry NPR tote bags, and breast-feed their babies.

They care about discreet, inconspicuous consumption—like eating free-range chicken and heirloom tomatoes, wearing organic cotton shirts and TOMS shoes, and listening to the Serial podcast. They use their purchasing power to hire nannies and housekeepers, to cultivate their children’s growth, and to practice yoga and Pilates. In *The Sum of Small Things*, Elizabeth Currid-Halkett dubs this segment of society “the aspirational class” and discusses how, through

deft decisions about education, health, parenting, and retirement, the aspirational class reproduces wealth and upward mobility, deepening the ever-wider class divide. Exploring the rise of the aspirational class, Currid-Halkett considers how much has changed since the 1899 publication of Thorstein Veblen’s *Theory of the Leisure Class*. In that inflammatory classic, which coined the phrase “conspicuous consumption,” Veblen described upper-class

frivolities: men who used walking sticks for show, and women who bought silver flatware despite the effectiveness of cheaper aluminum utensils. Now, Currid-Halkett argues, the power of material goods as symbols of social position has diminished due to their accessibility. As a result, the aspirational class has altered its consumer habits away from overt materialism to more subtle expenditures that reveal status and knowledge. And these transformations influence

how we all make choices. With a rich narrative and extensive interviews and research, *The Sum of Small Things* illustrates how cultural capital leads to lifestyle shifts and what this forecasts, not just for the aspirational class but for everyone.

### **The Rise of the**

**Creative Class** Random House  
#1 NEW YORK TIMES BESTSELLER • Everybody tells you to live for a cause larger than yourself, but how exactly do you do it? The author of *The Road to Character*

explores what it takes to lead a meaningful life in a self-centered world.

“Deeply moving, frequently eloquent and extraordinarily incisive.”—The Washington Post  
Every so often, you meet people who radiate joy—who seem to know why they were put on this earth, who glow with a kind of inner light. Life, for these people, has often followed what we might think of as a two-mountain shape. They get out of school, they start a career, and they begin climbing the

mountain they thought they were meant to climb. Their goals on this first mountain are the ones our culture endorses: to be a success, to make your mark, to experience personal happiness. But when they get to the top of that mountain, something happens. They look around and find the view . . . unsatisfying. They realize: This wasn't my mountain after all. There's another, bigger mountain out there that is actually my mountain. And so they embark on a new journey. On the

second mountain, life moves from self-centered to other-centered. They want the things that are truly worth wanting, not the things other people tell them to want. They embrace a life of interdependence, not independence. They surrender to a life of commitment. In *The Second Mountain*, David Brooks explores the four commitments that define a life of meaning and purpose: to a spouse and family, to a vocation, to a philosophy or faith, and to a community. Our

personal fulfillment depends on how well we choose and execute these commitments. Brooks looks at a range of people who have lived joyous, committed lives, and who have embraced the necessity and beauty of dependence. He gathers their wisdom on how to choose a partner, how to pick a vocation, how to live out a philosophy, and how we can begin to integrate our commitments into one overriding purpose. In short, this book is meant to help us all lead more

meaningful lives. But it's also a provocative social commentary. We live in a society, Brooks argues, that celebrates freedom, that tells us to be true to ourselves, at the expense of surrendering to a cause, rooting ourselves in a neighborhood, binding ourselves to others by social solidarity and love. We have taken individualism to the extreme—and in the process we have torn the social fabric in a thousand different ways. The path to repair is through making deeper

commitments. In *The Second Mountain*, Brooks shows what can happen when we put commitment-making at the center of our lives. [Into the New Millennium](#) Manchester University Press

A mysterious light warns Bobo that a supernatural storm is out to destroy him, and that his only recourse is to reach a strange planet he's only seen in his dreams if he wants to survive.

[The New Upper Class and how They Got There](#) Simon and Schuster

In one of the most unprecedented developments in the history of national politics, George W. Bush abruptly emerged to lead all presidential aspirants in the national polls for the 2000 election. Yet voters know very little about the man, beyond his famous name and his place in one of the nation's most powerful political dynasties. *First Son* is a true, riveting family saga about extraordinary power and politics in America and in the unharnessed state--a

state of mind--called Texas. The story begins with the turn-of-the-century emergence of the influential Bush-Walker clan and of Prescott Bush, the Connecticut patrician who ingrained in his family an ethos that continues to exert influence on his son, former President George Bush, and his grandsons, George W. and Jeb. How these scions of the Bush dynasty struggle to live up to their enduring legacy is the central theme of this colorful and perceptive portrait the

first authenticative book on the governor of Texas. In the past year, award-winning Texas writer Bill Minutaglio has met with George W. Bush and interviewed dozens of people close to him, from his brother Governor Jeb Bush of Florida to uncles and cousins, from current and former political advisers to high-ranking insiders from his father's years in the White House. Fraternity buddies, political operatives, George W.'s employers, and even ardent critics of the Bush family bring this

story to life--from the society circles in his native Connecticut to the family compound in Maine to the backwaters of his adopted Texas. The result is a book that is nuanced, insightful, and surprising in the contradictions and complexities it reveals about this man. First Son vividly reconstructs George W. Bush's boarding-school days at one of the country's most exclusive institutions; his tenure in one of Yale's secret societies and as president of his unfettered fraternity; his

attempts to follow his family's million-dollar path into the wide-open Texas oil patch; his role in major league baseball as the public face and head cheerleader for the Texas Rangers; and, finally, his rise to governor of Texas and national political force, executed with more hard-edged calculation than many people realize. Written with precision, verve, and fair-minded balance, First Son will be the political story of 2000--the eye-opening tale of a natural-born politician. From Politics to the Pews

Simon and Schuster  
 A denunciation of the  
 credentialed elite class  
 that serves capitalism  
 while insisting on its own  
 progressive heroism  
 Professional Managerial  
 Class (PMC) elite workers  
 labor in a world of  
 performative identity and  
 virtue signaling,  
 publicizing an ability to do  
 ordinary things in  
 fundamentally superior  
 ways. Author Catherine  
 Liu shows how the PMC  
 stands in the way of social  
 justice and economic  
 redistribution by  
 promoting meritocracy,

philanthropy, and other  
 self-serving operations to  
 abet an individualist path  
 to a better world. Virtue  
 Hoarders is an  
 unapologetically  
 polemical call to reject  
 making a virtue out of  
 taste and consumption  
 habits. Forerunners: Ideas  
 First is a thought-in-  
 process series of  
 breakthrough digital  
 publications. Written  
 between fresh ideas and  
 finished books,  
 Forerunners draws on  
 scholarly work initiated in  
 notable blogs, social  
 media, conference

plenaries, journal articles,  
 and the synergy of  
 academic exchange. This  
 is gray literature  
 publishing: where intense  
 thinking, change, and  
 speculation take place in  
 scholarship.

### **Backward and Upward**

Simon and Schuster  
 In this book, we have  
 hand-picked the most  
 sophisticated,  
 unanticipated, absorbing  
 (if not at times crackpot!),  
 original and musing book  
 reviews of "Bobos In  
 Paradise: The New Upper  
 Class and How They Got  
 There." Don't say we

didn't warn you: these reviews are known to shock with their unconventionality or intimacy. Some may be startled by their biting sincerity; others may be spellbound by their unbridled flights of fantasy. Don't buy this book if: 1. You don't have nerves of steel. 2. You expect to get pregnant in the next five minutes. 3. You've heard it all. The New Conservative Writing Simon & Schuster One of "our most insightful social observers"\* cracks the

great political mystery of our time: how conservatism, once a marker of class privilege, became the creed of millions of ordinary Americans With his acclaimed wit and acuity, Thomas Frank turns his eye on what he calls the "thirty-year backlash"—the populist revolt against a supposedly liberal establishment. The high point of that backlash is the Republican Party's success in building the most unnatural of alliances: between blue-

collar Midwesterners and Wall Street business interests, workers and bosses, populists and right-wingers. In asking "what 's the matter with Kansas?"—how a place famous for its radicalism became one of the most conservative states in the union—Frank, a native Kansan and onetime Republican, seeks to answer some broader American riddles: Why do so many of us vote against our economic interests? Where's the outrage at corporate manipulators? And

whatever happened to middle-American progressivism? The questions are urgent as well as provocative. Frank answers them by examining pop conservatism—the bestsellers, the radio talk shows, the vicious political combat—and showing how our long culture wars have left us with an electorate far more concerned with their leaders' "values" and down-home qualities than with their stands on hard questions of policy. A brilliant analysis—and

funny to boot—What's the Matter with Kansas? presents a critical assessment of who we are, while telling a remarkable story of how a group of frat boys, lawyers, and CEOs came to convince a nation that they spoke on behalf of the People. \*Los Angeles Times  
*PET Packaging Technology* Random House Trade Paperbacks  
In the summer of 1914, one month after the assassination of Archduke Franz Ferdinand, the celebrated young painter

Oskar Kokoschka was in the throes of a passionate love affair with Alma Mahler, the beautiful and seductive widow of the great composer. Now, four short years later, he has become a casualty of the Great War. Unlike many of his compatriots, Oskar has survived both a bayonet wound and mustard gas, yet he cannot seem to recover from his inconstant mistress's ruinous betrayal. With the world around him as crippled as his own body and spirit, the dispossessed refugee

arrives in Dresden, where he has secured a teaching position. The director of the city's art museum, Hans Posse, a lonely widower, opens his home to Oskar, offering him a sanctuary in which he can begin to heal and eventually paint again, fulfilling the promise of greatness begun in his youth. For Oskar, however, the war continues to rage without and within, There is simply no life without his beloved Almi, his

tormentor and muse, now another's wife. Determined to have her -- somehow -- the grieving artist turns to his host's servant, the shy, reserved Hulda. Shrouded in sadness, the tender young woman reawakens in Oskar desire -- and the passion of creation. But their secret liaison is fueled by Oskar's preoccupation with his lost love, a dangerous obsession that could carry him -- and the innocent Hulda -- beyond hope to a

place of no return. A luminous novel of hallucinatory prose set in a time of uncertainty and unimaginable loss, *The Silent Woman* pulls into focus a world of color, shadow, and heartbreak. Vividly bringing to life the ever-changing nature of desire, the constancy of love, and the illusiveness of memory, it is a sublime work by a uniquely gifted author that celebrates the power of beauty, passion, and hope to hurt and to heal.

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