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For Immediate Release

***Do You Have Affluenza?***  
**Affluenza: The All-Consuming Epidemic, 2nd Edition**  
**By John De Graaf, David Wann, and Thomas H. Naylor**  
**New and Improved! — As Seen on TV!**

**affluenza:** n. a painful, contagious, virally transmitted condition of overload, debt, anxiety, and waste resulting from the dogged pursuit of more.

The original edition of *Affluenza: The All-Consuming Epidemic* touched a raw national nerve. The book was named one of the eight best nonfiction titles of 2001 by *The Detroit Free Press*, the (then) mayor of Telluride, Colorado urged residents to read it and passed out campaign style buttons at city council meetings, and all the incoming freshmen at both York University and Boise State University were given copies of the book to read.

Additionally, the very word “affluenza” has become common terminology—a Google search of the term currently shows 865,000 references now as opposed to just 200 in 2001.

In the book, authors John De Graaf, David Wann, and Thomas Naylor offer healthy alternatives to the hollow distraction of consumerism. Using the whimsical metaphor of a disease they tackle a very serious subject: the damage done to our health, our families, our communities, and our environment, by the obsessive quest for material gain that, since World War II, has been the core principle of the American Dream. The authors show that problems like loneliness and rising debt, longer working hours and environmental pollution, family conflict and rampant commercialism are actually symptoms caused by a single disease—Affluenza, the never-ending search for more.

Like any medical report, *Affluenza* begins by detailing the symptoms of the disease. Chapters with titles like *Swollen Expectations*, *A Rash of Bankruptcies*, *Shopping Fever*, *Chronic Congestion*, and *An Ache for Meaning* detail the many serious and unexpected consequences of our society’s compulsive desire to acquire. Deepening their diagnosis, the authors explore the origins of Affluenza. What causes it? Where did it come from? Why has it only recently begun to spread, seemingly unchecked, throughout the entire world?

Thankfully, Affluenza can be cured. The book includes a self-diagnosis test and the authors detail a number of treatments that offer hope for recovery. They show readers how millions have already enriched their lives by getting rid of the excess baggage, the cultural clutter, and the exhausting race to keep up with the “Joneses”. *Affluenza* offers prescriptions that deliver greater value for the money, time, and energy spent each day, for augmenting individual efforts with political remedies, for inoculating ourselves against advertising, for using technology and inspired design to minimize the side-effects of over-consumption, and more.

***More...***

With a new introduction and updated figures throughout, this second edition adds materials on the impacts of stress and overwork with an in-depth look at the “Take Back Your Time” campaign. Engaging, fast-paced, and accessible, *Affluenza: The All-Consuming Epidemic, 2nd Edition* takes a hard look at a complex and serious issue, revealing ways of living and working that make more sense and are, ultimately, more satisfying.

After all, the best things in life aren't things.

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**John de Graaf** (Seattle, WA) is an independent producer of award-winning television documentaries, including *Affluenza* and *Escape from Affluenza*, and is the national coordinator of Take Back Your Time Day ([www.timeday.org](http://www.timeday.org)). He is the editor of *Take Back Your Time* and coauthor of the children's book, *David Brower: Friend of the Earth*.

**David Wann** (Golden, CO) is the president of the Sustainable Futures Society and has written or edited seven books, including *Superbia! 31 Ways to Create Sustainable Neighborhoods*, and has produced many videos and television programs about sustainable designs and lifestyles.

**Thomas H. Naylor** (Charlotte, VT) is Professor Emeritus of Economics at Duke University and is the author of thirty books, including *Downsizing the U.S.A.* and *The Vermont Manifesto*.

Illustrator, **David Horsey** is a Pulitzer Prize-winning cartoonist whose work appears regularly in the *Seattle Post-Intelligencer* and in national syndication.

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*Affluenza: The All-Consuming Epidemic, 2nd Edition*

By John De Graaf, David Wann, and Thomas H. Naylor

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## Reviews for the First Edition of *Affluenza: The All-Consuming Epidemic*

*“The book is an entertaining and informative read.”*

—Melissa Master, *Across the Board*

*“Read the chapter on resource allocation and try not to be moved.”*

—Jim Craig, *Bloomsbury Review*

*“**Affluenza** is more than a clever pun.”*

—David Rouse, *Booklist*

*“The authors have packed their book with stunning facts, searing insights – and they point out a path forward.”*

—Polly Labarre, *Fast Company*

*“Spending has become entertainment, therapy and vacation”*

—Paul Wenske, *Kansas City Star*

*“This witty yet hard-hitting book provides evidence of the social problems caused by the American obsession with acquiring ‘stuff’ and proposes solutions for living more sustainably.”*

—Mark Bay, *Library Journal*

*“ Clear, witty, and heartfelt . . . offers readers a vivid picture of this epidemic in our midst.”*

—Beth Isaacson and Molly Marsh, *Sojourners Magazine*

*“The authors root this disease in the almost religious quest for economic expansion that has become the core principle of ‘the American dream.’ A ‘must read’ for every American.”*

—*Tikkun Magazine*

*“In their insightful book, [De Graaf, Wann, and Naylor] report that increasing numbers of Americans are growing concerned about affluenza’s long term symptoms. . .”*

—Jay Walljasper, *Utne Reader*