

The Great Takeover

How materialism, the media and markets now dominate our lives

This book describes the dominance of materialist values, the media and business in all our lives and how this is leading to a loss of individual and collective well-being

Covering psychology, politics and economics, Carol Craig looks at many of the big issues of our times – debt, inequality, political apathy, loss of self-esteem, pornography and the rise of celebrity culture. The conclusion is simple and ultimately hopeful – we can change our values and our lives.

Postcards from Scotland is a series of short books designed to stimulate and communicate new thinking and ways of living.

Carol Craig is Chief Executive of the Centre for Confidence and Well-being which she established in 2004. She is author of *The Scots' Crisis of Confidence* (2003 and 2011) and *The Tears that Made the Clyde: Well-being in Glasgow* (2010).

"This book examines some of the core issues of our day, issues that have a major impact on each of us, and on society as a whole. The very things that have brought us material progress - a freewheeling consumer society with relentless focus on our personal image and appearance, within a culture demanding endless economic growth and increased personal wealth - now block all our efforts to attain environmental sustainability, and personal fulfilment and satisfaction in life."

Martin Stepek, Co-Founder, Scottish Family Business Association and author of *For There is Hope*.

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