

## Shopomania: Our Obsession with Possession

**Paul Berton**

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*Shopomania* is Paul Berton's satirical dive into the history and psychology of modern consumerism.

Making the case that people's innate desire to obtain more land, food, and materials is the main driver of human advancement, *Shopomania* examines the origins and evolution of the word "shop," suggesting some new terms for understanding how people shop today. These terms include *misshop* (to overpay for an inferior product), *shoponomics* (the economics of shopping), and *pseudoshop* (the act of browsing instead of buying items).

Berton explores every aspect of shopping culture, from initial purchases to regrettable spending choices and efforts to sell products. The book includes examples of prominent people who embody these ideas. Comedian Ellen DeGeneres, for instance, is noted as a perpetual "reshopper" for continuing to buy and sell homes with her wife Portia de Rossi, failing to ever be satisfied with a purchase. Still, though it is often cynical in its view of human behavior, the book includes ideas for how people can engage in shopping in a way that is beneficial to humanity and the planet.

*Shopomania* is a reasoned examination of the culture of shopping that uses humor and incisive criticisms to encourage more thoughtful approaches to consumerism.

GAIL HOFFER-LOIBL (March / April 2023)

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