

Preference Pollution

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Preference Pollution

How Markets Create the
Desires We Dislike

David George

Ann Arbor

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To my father and to the memory of my mother

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As one greatly concerned about contemporary trends toward overwork, I like to view myself as a relatively slow writer by design and one who has managed to avoid the dreaded disease of workaholism. Family members of most any writer can probably attest to the naïveté of any such characterization of one engaged in the writing of a book, and my family is no exception. My deepest thanks to my wife, Patty, for her indulgence and support when indulgence and support were what I so desperately needed. Thanks to Rebecca and Alexander for adjusting gracefully to a writer's deadlines as well.

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A number of my chapters draw on articles published elsewhere. Parts of chapters 2 and 3 appeared in "Does the Market Create Preferred Preferences?" *Review of Social Economy* 51 (1993): 323–46. Parts of chapter 2 and 4 were originally published in "Coping Rationally with Unpreferred Preferences," *Eastern Economic Journal* 24, no. 2 (1998): 181–94. Portions of the material in chapters 5 and 6 appear in "Unpreferred Preferences: Unavoidable or a Failure of the Market?" *Eastern Economic Journal* 27, no. 4 (fall 2001). The latter part of chapter 8 appeared in "Working Longer Hours: Pressure from the Boss or Pressure from the Marketers?" *Review of Social Economy* 55 (1997): 33–65, and in a revised version, "Driven to Spend: Longer Work Hours a Byproduct of Market Forces," in *Working Time: International Trends, Theory, and Policy Perspectives*, edited by Lonnie Golden and Deborah M. Figart (New York: Routledge, 2001): 127–42. I thank the publishers of these articles for permission to use them here.

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