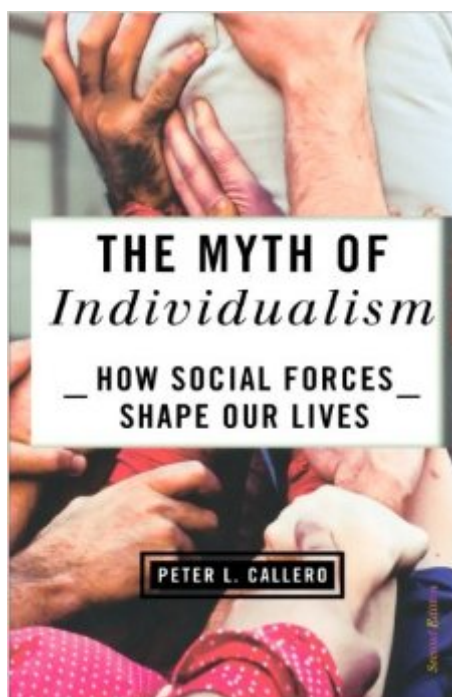


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# The Myth Of Individualism: How Social Forces Shape Our Lives



## Synopsis

Despite some popular arguments to the contrary, Americans are like people everywhere: naturally social, interdependent, and shaped by social forces. *The Myth of Individualism* offers a concise introduction to sociology and sociological thinking. Callero challenges the dominant belief that human behavior is the result of free choices made by autonomous actors. Drawing upon personal stories, historical events, and sociological research, Callero offers an informative outlook on enduring social problems that can help us begin the process of developing a sociological perspective. By acknowledging the limits of individual effort and control, we gain insight into our own lives and the lives of others. Callero engagingly examines the fundamental importance of cultural symbols, the pressures of group conformity, the influence of family, the impact of social class, the wide reach of global capitalism, and the revolutionary potential of collective action. The second edition is updated throughout, including new examples from the recent financial crisis and the Arab Spring. It also includes a new chapter on the power of mass media and how media influences our lives. *The Myth of Individualism* is a must-read for anyone interested in how powerful social forces shape individual lives in subtle but compelling ways.

## Book Information

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## Customer Reviews

One of my favorite books. Some people in class were complaining that it was made by a conservative but I think they were closed minded people. They just didn't like the professor and took it out on the book. The book makes you think of what is really happening in this world and where it may lead to. This is a book you have to read for yourself to really hit you, not someone tell you what

is in it. Enjoy, I thought it was amazing.

This is a great book for a sociology instructor to use as a supplement. I teach a course in how the social environment impacts human behavior and found this book to be refreshingly succinct and using excellent analogies to drive home a point. It's written on an 11th or 12th-grade level, making it perfect for the freshman in college, or the advanced high school student taking college credit to understand. Some will find it threatening, only in that it challenges preconceived ideas about the individual and society - but that's what makes it such a good book.

Simple to comprehend and great execution. For those who desire a new mindset, or seek to see society in new forms, take a moment to read this book. If you're stuck in your individualism this piece will hopefully alter your perspective.

Personally i really dont like reading especially if its a required book for class. However the contents in the book allows a better understanding on how an individual can impact society and that individualism is a myth.

I liked this book because it gives a cruel enough shake to accepted beliefs, and ends up wrapping up with a small but truthfully real hope. Also, it gives so much knowledge about things that are not specific to sociology and are very interesting. By the way, the seller was also nice and i got my book on time for my class.

This book was not written by an individual; it is authored by the vast enterprise of those who make their living in social engineering. Ideal book for those who haven't enough individual character or the will to protect it.

I believe this will make a great supplementary text for my introductory class. The author really captures the ideas regarding cultural values and beliefs and social structures that benefit some in society while disadvantaging others.

This was just the book that my wife needed for her class.

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