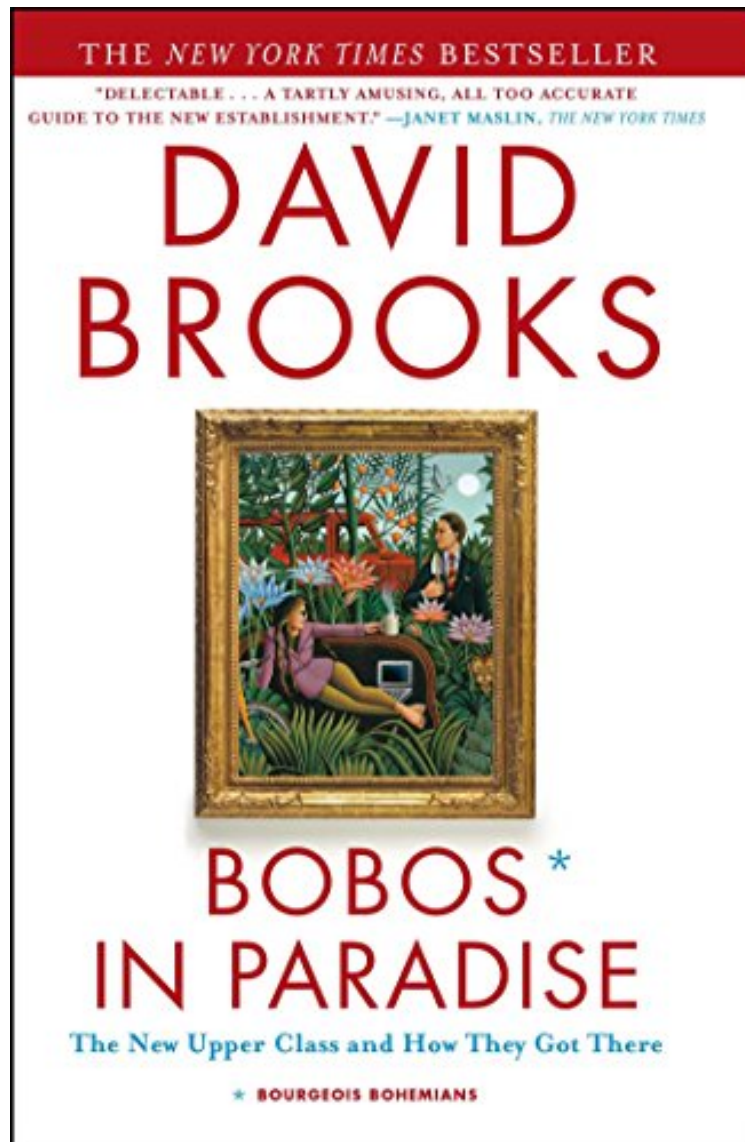


[Download] Bobos In Paradise: The New Upper Class and How They Got There

Bobos In Paradise: The New Upper Class and How They Got There

David Brooks

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David Brooks : Bobos In Paradise: The New Upper Class and How They Got There before purchasing it in order to gage whether or not it would be worth my time, and all praised Bobos In Paradise: The New Upper Class and How They Got There:

144 of 154 people found the following review helpful. What happens when you fuse "Bourgeois" and "Bohemian"?By Allen SmallingA fun and generally well-written book that has updated the "Yuppie" generation a major step. Today's real successes, opines journalist David Brooks, are the "bourgeois-bohemians" (or BoBo's) who make long green

updating granola values. A BoBo might be an investment counselor to the self-employed successes who work in "latte towns" (think: rich college towns like Northampton, MA) with their German pedestrian malls, Scandinavian government, Native American crafts, and Berkeley-style human rights groups. Or s/he might be a rich business start-up who made a killing selling ten-speeds, hoagies, or yoga clothing in such venues. Although this book is eighteen years old, it's well worth a read. 1 of 1 people found the following review helpful. If you're a Boomer this is a must read! By Anne A totally enjoyable book. Great look at Baby Boomers and how they continue to change the social, political and economic situation in US. He has some wonderful humor in the book. Every Boomer should read it to understand where they are in the American scene and how they got that way. 0 of 0 people found the following review helpful. Three Stars By woahhally Good quality book for university sociology course. Arrive on time and as described

Do you believe that spending \$15,000 on a media center is vulgar, but that spending \$15,000 on a slate shower stall is a sign that you are at one with the Zenlike rhythms of nature? Do you work for one of those visionary software companies where people come to work wearing hiking boots and glacier glasses, as if a wall of ice were about to come sliding through the parking lot? If so, you might be a Bobo. In his bestselling work of "comic sociology," David Brooks coins a new word, Bobo, to describe today's upper class -- those who have wed the bourgeois world of capitalist enterprise to the hippie values of the bohemian counterculture. Their hybrid lifestyle is the atmosphere we breathe, and in this witty and serious look at the cultural consequences of the information age, Brooks has defined a new generation.

.com You've seen them: They sip double-tall, nonfat lattes, chat on cell phones, and listen to NPR while driving their immaculate SUVs to Pottery Barn to shop for \$48 titanium spatulas. They tread down specialty cheese aisles in top-of-the-line hiking boots and think nothing of laying down \$5 for an olive-wheatgrass muffin. They're the bourgeois bohemians--"Bobos"--an unlikely blend of mainstream culture and 1960s-era counterculture that, according to David Brooks, represents both America's present and future: "These Bobos define our age. They are the new establishment. Their hybrid culture is the atmosphere we all breathe. Their status codes now govern social life." Amusing stereotypes aside, they're an "elite based on brainpower" and merit rather than pedigree or lineage: "Dumb good-looking people with great parents have been displaced by smart, ambitious, educated, and antiestablishment people with scuffed shoes." Bobos in Paradise is a brilliant, breezy, and often hilarious study of the "cultural consequences of the information age." Large and influential (especially in terms of their buying power), the Bobos have reformed society through culture rather than politics, and Brooks clearly outlines this passing of the high-class torch by analyzing nearly all aspects of life: consumption habits, business and lifestyle choices, entertainment, spirituality, politics, and education. Employing a method he calls "comic sociology," Brooks relies on keen observations, wit, and intelligence rather than statistics and hard theory to make his points. And by copping to his own Bobo status, he comes across as revealing rather than spiteful in his dead-on humor. Take his description of a typical grocery store catering to discriminating Bobos: "The visitor to Fresh Fields is confronted with a big sign that says 'Organic Items today: 130.' This is like a barometer of virtue. If you came in on a day when only 60 items were organic, you'd feel cheated. But when the number hits the three figures, you can walk through the aisles with moral confidence." Like any self-respecting Bobo, Brooks wears his erudition lightly and comfortably (not unlike, say, an expedition-weight triple-layer Gore-Tex jacket suitable for a Mount Everest assault but more often seen in the gym). But just because he's funny doesn't mean this is not a serious book. On the contrary, it is one of the more insightful works of social commentary in recent memory. His ideas are sharp, his writing crisp, and he even offers pointed suggestions for putting the considerable Bobo political clout to work. And, unlike the classes that spawned them--the hippies and the yuppies--Brooks insists the Bobos are here to stay: "Today the culture war is over, at least in the realm of the affluent. The centuries-old conflict has been reconciled." All the more reason to pay attention. --Shawn Carkonen From Publishers Weekly Transcendentalists vs. robber barons, beatniks vs. men in gray flannel suits, hippies vs. hawks: for more than a century, U.S. culture has been driven forward by tensions between bohemians and the bourgeoisie. Brooks, an editor at the conservative Weekly Standard and at Newsweek and an NPR commentator, argues that this longstanding paradigm has been eroded by the merging of bohemians and bourgeoisie into a new cultural, intellectual and financial elite: the "bobos." Drawing on diverse examples--from an analysis of the New York Times' marriage pages, the sociological writings of Vance Packard, Jane Jacobs and William H. Whyte and such films as *The Graduate*--he wittily defends his thesis that the information age, in which ideas are as "vital to economic success as natural resources or finance capital," has created a culture in which once-uptight Babbitts relax and enjoy the sensual and material side of life and anti-establishment types relish capitalist success; thus a meritocracy of intellectualism and money has replaced the cultural war between self-expression and self-control. While it works well on a superficial level, Brooks's analysis is problematic upon close examination. For example, his claim that Ivy League universities moved toward a meritocracy when, in the 1960s, they began accepting some students on academic rather than family standing ignores the reality that the "legacy" system is still in force. Ultimately, by focusing myopically on the discrete phenomenon of the establishment of "bobos," Brooks avoids more complicated discussions of race, class, poverty or the cultural wars on

abortion, homosexuality, education and religion that still rage today. (May) Copyright 2000 Reed Business Information, Inc. From Library Journal It used to be the bohemians vs. the bourgeois. Now, says a senior editor of The Weekly Standard, there are "bobos"--a confusing blend of both. Copyright 2000 Reed Business Information, Inc.