



Is Gwyneth Paltrow Wrong about Everything?: How the Famous Sell Us Elixirs of Health, Beauty Happiness (Hardback)

By Timothy Caulfield

Beacon Press, 2015. Hardback. Condition: New. Language: English . Brand New Book. An exploration of the effect our celebrity-dominated culture has on our ideas of living the good life What would happen if an average Joe tried out for American Idol, underwent a professional makeover, endured Gwyneth Paltrow s Clean Cleanse, and followed the outrageous rituals of the rich and famous? Health law policy researcher Timothy Caulfield finds out in this thoroughly unique, engaging, and provocative book about celebrity culture and its iron grip on today s society. Over the past decade, our perceptions of beauty, health, success, and happiness have become increasingly framed by a popular culture steeped in celebrity influence and ever more disconnected from reality. This isn t just a hyperbolic assertion. Research tells us that our health decisions and goals are influenced by both celebrity culture and celebrity endorsements, our children s ambitions are now overwhelmingly governed by the fantasy of fame, and the ideals of beauty and success are mediated through a celebrity-dominated worldview. But while much has been written about the cause of our obsession with the rich and famous, Caulfield argues that not enough has been done to debunk celebrity messages and promises...



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