The opening sentence of the proposal for the Mahn conference, which
normality in abnormality. Consumer culture is now so pervasive that it permeates every aspect of American life, from mass media to everyday experiences. The text explores how consumerism has transformed American society, leading to a new understanding of what it means to be American.

The text concludes with a reflection on the future of consumer culture, noting that while it has become an integral part of American life, there is a growing awareness of its negative effects. The book ends with a call for a reevaluation of consumerism and the role it plays in shaping American society.