

Index

- abundance 13–14, 15, 16
advertising 13, 32, 72, 80–81
African-American 74, 83–84
American Dream 38–39
anarchism 24, 61
Anthropocene 93–94, 100–101, 117–118
anti-capitalist 60, 83, 94, 115–116, 118
Aquinas, Thomas 22–23
Aristotle 9, 18, 23, 38, 110
asceticism 17–18, 23, 41, 54, 56–57,
58, 61
Augustine, Saint 22, 45
austerity 26, 41, 48, 51–52, 68–69, 76–78,
89, 107, 115, 123
avarice 22, 39, 47, 86, 110
- bargain 1, 10, 73
Bellamy, Edward 20
Bellamy clubs 80
Berle, Adolf 81
Bhagavad Gita 56
Big Society 47, 112
Blitz spirit 77
buen vivir 98
Brains Trust 81–82, 85
Brook Farm 63–65, 68, 110, 111, 117
Brundtland report 92
- Calvin, Jean 18–22, 24, 27–28, 37, 44–45
Cameron, David 47–48, 51–52,
76–77, 112
capitalocentrism 12
Catholic 17, 20, 52, 78
Channing, William 45, 66
charity 18, 24, 28, 30, 32, 47, 58
Chartists 43–44
Chase, Stuart 80
Club of Rome 92
collective commodities 111, 112, 113
collectivism 33, 62, 64–66
Confucius 104
Conservative Party 50–51
conspicuous consumption 13, 80,
83–84, 103
constructivists 112
consumer capitalism 10–11, 15, 32–33,
95, 104
consumerism 7–8, 12, 13, 15, 42, 49, 77–78,
87–88, 91
consumer revolution 12, 13
conviviality 98, 102
credit 20, 50, 89
- Darwin, Charles 62, 110
debt 21, 25, 37, 39, 41–42, 77–78, 89–90
decencies 13, 40
Defoe, Daniel 40
de-growth 94–110, 113, 118
democracy 32, 36, 65, 73–74, 98, 102
Democrat 81
de Tocqueville, Alexis 32, 88
developing world 16, 92, 118
Dewey, John 80
Dickens, Charles 40–41
Disraeli, Benjamin 50–52
Douglas, Paul 80
- Ecological Swaraj 98
ecological thrift 11
economic man 7, 9, 22
economic recovery 81
Efficiency Movement 80
Emergency Powers Act 69
Emerson, Ralph Waldo 45–47,
53–54, 63, 68
Enlightenment 44, 50, 66–99
ethical consumption 26, 32
eudaimonia 38, 110
- Fable of the Bees* 85
fireside chats 75, 83
First World War 32, 75

- food banks 107
 fossil fuel 92, 94
 Fourier, Charles 64
 Fox, George 24–25
 Frankfurt School 14–15, 117
 Franklin, Benjamin 33, 35–48, 52, 56, 58
 freedom 38, 47–48, 52, 54, 58, 63, 73,
 87–88, 98–99, 116
 functionalism 51

 Game of Life 42
 Gandhi, Mahatma 56–57, 61, 99, 104
 Global Village Construction Set 96–97
 Glorious Revolution 21
 Great Depression 32, 79–82
 Gross National Happiness 98

 Hayek, Friedrich 24, 86–87
 home front 76
 Hoover, Herbert 80–81

 idealism 62, 65, 111, 115
 individualism 24, 31, 33, 34, 40,
 44–47, 51, 61–67, 69, 77, 80, 113,
 115, 116
 industrialisation 13, 50
 interventionism 85

 Jevons Paradox 102

 Keynes, John Maynard 85–88
 Keynesianism 85, 89, 100

 Labour Party 49
 laissez-faire 24
 Lawrence, D. H. 38
 Lloyd George, David 83
 localism 25
 Luddite 111
 Luther, Martin 18–20
 luxuries 13, 58, 68

 marketing 87, 107, 114
 Marxism 110
 materialism 62, 65, 66
 Mather, Cotton 17, 21, 36
 May, Theresa 50, 51
 mechanisation 13
 Methodists 17, 27–31, 34

 middle class 13, 35, 39, 40, 42, 44, 45, 48,
 68, 80, 83, 106, 117
 Ministry of Information 69
 modernity 14, 16, 88, 89, 101
 Moley, Raymond 81
 moralism 35, 49, 77
 morals 8, 11, 14, 15, 36, 48

 National Industrial Recovery Act 82
 National Recovery Administration 82
 National Thrift Movement 50
 nature 23, 53–54, 57, 59, 61–62,
 67–68, 96, 99
 neo-Victorian 50, 52, 75
 New Deal 33, 81–85, 90–91
 New Right 52
 niceties 40
 nostalgia 75–76, 78, 111

 O'Connor, Basil 81
 One Nationism 50–51
 Osborne, George 48, 52, 76, 77

 Parable of the Talents 28–29, 31
 paradox of thrift 85
 Paul, Saint 33–34
 Penn, William 24–26
 pleasure 6, 7, 10, 17, 18, 88, 114
 Poor Richard 36–39
 Popular Front 82
 post-capitalist 96
 poverty 34, 38–39, 45, 48–49, 51, 81, 100,
 102, 107, 115
 pragmatism 38, 51
 predestination 17–19, 24, 27
 progress 8, 48, 60
 Protestant 8, 12, 19, 33, 35, 56,
 59, 74
 providentialism 35
 Puritans 34, 35, 69, 105

 Quakernomics 25
 Quakers 17, 24–28, 34, 97

 rationing 69, 72–76
 recession 76, 78, 95
 reciprocal man 22, 99, 116
 reciprocity 23, 32, 98, 102, 109, 112–113, 118
 Regulation Theory 90

- Republican 32, 35, 80, 81, 84
 revolution 56, 60, 63, 84, 87, 112
 Ripley, George 63–65
 Roman Catholic 17
 romanticism 12, 56
 Roosevelt, Franklin 33, 74–75,
 81–83, 85, 88
 Ruskin, John 56
- saving 6, 7, 8, 9, 10, 17, 29, 31, 47–48, 49,
 73, 74, 86, 89
 savings bonds 74–75
 Say's Law 85, 91
 scarcity 13, 74
 Schlink, Frederick 80–81
 Second World War 69, 72–76, 78, 87–88
 self-actualisation 87, 107
 self-culture 45, 66–67
 self-improvement 38, 43
 sensuality 57
 shopping 6–7, 9–10, 89
 simplicity 60, 64, 76, 77, 78, 103, 107, 118
 slavery 31, 54, 58, 65
 Smiles, Samuel 39, 41–49, 51, 52, 56,
 66, 73, 86
 social justice 25, 50, 65, 67, 105
 spending 6–10, 13–15, 28, 31, 49, 52, 89,
 105, 114
 spiritualism 58, 62
 stewardship 28, 30, 34, 105
 subsistence 27, 67, 97
 sustainable development 92, 93, 95, 100
- Testimony of Simplicity 25, 26
 Thatcher, Margaret 52, 77
- thriving 53, 56, 67–68, 89, 97–99, 102,
 109–117
 time-poverty 90
 transcendentalism 46, 53, 56, 62, 68
 trickle-down 86, 108
 Tugwell, Rexford 81
 Twain, Mark 38
- Ubuntu 98
 underclass 52
 underdevelopment 100
 unemployment 51, 85, 89
 United Nations 92, 100
 upper class 59, 80
 Uses of Money, The 29, 31
 Utopianism 44, 111
- Veblen, Thorstein 12, 13, 14, 15,
 59, 80
 Victorian 35, 40, 42, 44, 45, 49, 50, 69
 virtue 8, 13, 32, 36, 42, 84, 86, 93, 109
 Voluntary Simplicity 98, 102–110
 volunteerism 73, 80
- Walden 54–59, 61–62, 64–65, 67
 war bonds 74–75
 wealth 29, 31, 32, 33, 34, 37, 39, 48, 52, 59,
 63, 86, 107–110
 Weber, Max 11–12, 19, 21, 33, 39
 welfare 1, 52, 78
 Wesley, Charles 27
 Wesley, John 27–31, 33–34, 105, 137
 Wharton, Edith 40–41
 working class 27, 30, 45, 47, 48, 49, 51, 52,
 59–60, 107, 109