

Mass-Consumption: Consumer Initiated Control of Production and Exchange
By Frederick Purdy
With an introduction by Roger W. Babson
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The author, Purdy, believes that the essential trade is the exchange of goods—*not* the product of the trade. Mass-consumption, often conceived as the counterpart to mass-production, raises the standard of living by lessening the need for traders in a buy/sell system, Purdy argues. While it has many benefits, he acknowledges problems when consumers govern the rate of production and exchange, including the lessening of foreign competition in America's domestic market.

In the introduction, Roger Babson demonstrates support for the mass-consumption system, which he sees far in the future. He sees mass-consumption as supporting the individual and strengthening democracy; the antithesis to national planning, which Babson warns, leads only to fascism.

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