

The Dark Side Of Choice in America

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Huffington Post:

Around July 4 every year, Americans think a lot about what it means to be an American. A big part of our identity is the freedom of choice. The strong libertarian streak that runs through American politics reflects a don't-tread-on-me spirit that has been part of our national identity since Revolutionary War times.

This desire for choice is also reflected in the way we consume. We love outlet malls, big box retailers and warehouse clubs that are filled with a huge variety of products with many different variations of each. We prize the ability to control our own destiny, down to the level of which fabric softener to add to our laundry.

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