

## ***10 Commandments of Consumer Culture***

- I. “I” is the lord and god—you shall not worship other gods who call that individualism into question.**
- II. Thou shalt not take the name of the Lord thy God in vain—but you can be vain in any other way you want.**
- III. Keep holy the Sabbath day—but not the rest of the days (and not the Sabbath either, if you need to get stuff done). And be careful about holiness—it’s not as easy to sell as the seven deadly sins.**
- IV. Honor thy father and mother, but not Mother Earth.**
- V. Thou shalt not kill—but it’s OK to let people die of hunger, or disease, or pollution, or a lack of meaning. And, of course, the extinction of other organisms in the Creation is OK. It’s just the price of doing business.**
- VI. Thou shalt not commit adultery—but the adulteration of products and the landscape is OK. And adultery is not so bad either, if you haven’t found the satisfaction that was guaranteed in your current relationship.**
- VII. Thou shalt not steal—except from future generations.**
- VIII. Thou shalt not bear false witness—but there’s no reason why ads should tell the whole truth, and no reason that prices should tell the truth about the social and environmental costs of consumption. It’s also fine to spin the truth about environmental issues—including climate change—for your political advantage.**
- IX. Thou shalt not covet thy neighbor’s wife—but a commercial economy will help you to covet thy neighbor’s life.**
- X. Thou shalt not covet thy neighbor’s goodness—because goodness gets in the way of “goods-ness,” and the necessity for economic growth.**