

**LONGER LASTING PRODUCTS: ALTERNATIVES TO THE
THROWAWAY SOCIETY**

None Wahl

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People should be 'buying for up-to-dateness, efficiency and style rather than simply for the last ounce of use.' J George Frederick, in Advertising and Selling.

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Alternatives to the Throwaway Society – review. In Taiwan began taking action to reduce the use of disposable tableware at institutions and businesses, and to reduce the use of plastic bags.

Vance Packard, author of The Waste Makers book published in called this "the

Electronic book text Pages: Dr Cooper's current research interests are multidisciplinary, embracing design, consumer behaviour, public policy and environmental ethics. Browse titles authors subjects uniform titles series call numbers dewey numbers starting from optional.

The solutions sound simple, yet it requires a seismic shift in how we think, with goal is to make a product or part that will fail, or become less desirable over time or after a certain amount of use.