



The Authenticity Hoax: How We Get Lost Finding Ourselves

Andrew Potter



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“A totally real, genuine, authentic book about why you shouldn’t believe any of those words. And it’s genuinely good.”

— Gregg Easterbrook, author of *Sonic Boom*

Exploring a number of trends in our popular culture—from Sarah Palin to *Antiques Roadshow*, organic food to the indignation over James Frey’s memoir—Andrew Potter follows his successful *Nation of Rebels* with a new book that argues that our pursuit of the authentic is fraught with irony and self-defeat. Readers of *The Paradox of Choice* or *Bowling Alone* will find many enlightening insights in *The Authenticity Hoax*, which is, in the words of Tom de Zengotita (*Mediated*), “the kind of criticism that changes minds.”



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