

CONTENTS

1	Introduction: The Romantic Ethic 30 Years On—Reflections on the Nature and Reception of a Weberian Thesis	1
Part I The Spirit of Modern Consumerism		49
2	Accounting for the Consumer Revolution in Eighteenth- Century England	51
3	The Puzzle of Modern Consumerism	77
4	Traditional and Modern Hedonism	107
5	Modern Autonomous Imaginative Hedonism	131
Part II The Romantic Ethic		157
6	The Other Protestant Ethic	159

7	The Ethic of Feeling	211
8	The Aristocratic Ethic	243
9	The Romantic Ethic	259
10	Conclusion	301
	Afterword	339
	References	353
	Index	367