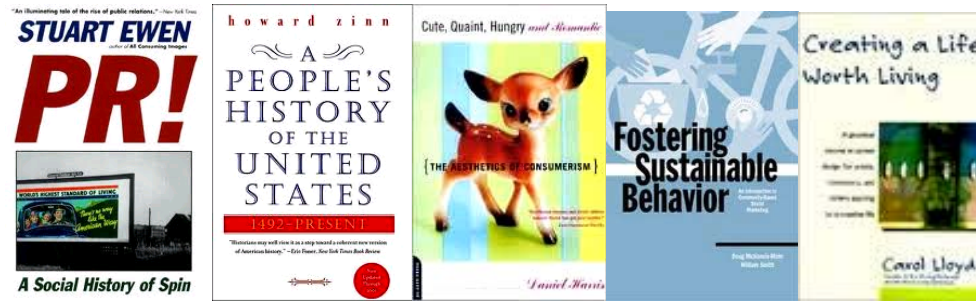


# Utopia, Technology, History, Advertising, The Funny, & Being an Artist

by Steve Lambert



## On Utopia

[Looking Backward 2000-1887](#) by Edward Bellamy - a classic of Utopian Fiction

[Dream: Re-imagining Progressive Politics in an Age of Fantasy](#) by Stephen Duncombe - utopia and contemporary politics collide

## Technology

[Four Arguments for the Elimination of Television](#) by Jerry Mander - this book influenced me a lot when I was 17 or so.

## History

[A People's History of the United States](#) by Howard Zinn - maybe you only need to read one history book, and this is it.

[PR! A Social History of Spin](#) by Stuart Ewen - say you were to read another history book. This would be it.

**Advertising** The PR! book above is a great segue.

[Ad Nauseam: A Survivor's Guide to American Consumer Culture](#) by Stay Free Magazine.

[Cute, Quaint, Hungry and Romantic: the Aesthetics of Consumerism](#) by Daniel Harris. This and Paul Lukas's fanzine, *Beer Frame*, got me looking at the world with a whole new pair of eyes.

## The Funny

[Re/Search: Pranks](#) - inspiring

Anything by [George Saunders](#). Maybe start with [Pastoralia](#).

[Only Joking: What's So Funny about Making People Laugh?](#) by Jimmy Carr

**Social Marketing** These are books I recommend often.

[Promoting Nutrition and Physical Activity Through Social Marketing: Current Practices and Recommendations](#) by Rina Alcalay, PhD and Robert Bell, PhD - If you can get past the fact that you are reading a study, this is solid gold.

[Fostering Sustainable Behavior: An Introduction to Community Based Social Marketing](#) - Doug MacKenzie Mohr and William Smith

**Being an Artist** This is the practical stuff.

[Art & Fear: Observations On the Perils and Rewards of Artmaking](#) by David Bayles & Ted Orland - I have bought this and given it away more times than I can remember.

[Creating a Life Worth Living](#) by Carol Lloyd - I coincidentally found this book when I worked at a motorcycle job and decided I wanted to get out. This is what I recommend when people tell me they want to get out of a job.

[The Artist's Guide: How to Making a Living Doing What You Love](#) by Jackie Battenfield - I work with Jackie and she is the real deal.

[Getting Things Done: The Art of Stress-Free Productivity](#) by David Allen - yes it's aimed at a business person demographic, but damn it works.