

Contents

|   |                |
|---|----------------|
| <i>Preface</i>  | <i>page ix</i> |
| <b>Part one: Attachments, reasons, and desires</b>  |                |
| 1 Attachments: five stories   | 3              |
| 1.1. “The world has left the earth behind”  | 3              |
| 1.2. “The meeting point of two worlds”  | 6              |
| 1.3. “The money means nothing”  | 11             |
| 1.4. “The land . . . is part of us”/“Stay with it; stay with it”  | 17             |
| 1.5. “You do not sell the land the people walk on”  | 23             |
| 2 Narratives, identities, rationality   | 31             |
| 2.1. Narratives   | 31             |
| 2.2. Ideals, identities, and self-understanding   | 35             |
| 2.3. Desire and the structure of reasons  | 42             |
| <b>Part two: Strokes of havoc: the market ideal and the disintegration of lives, places, and ecosystems</b> |                |
| 3 The market utopia   | 59             |
| 3.1. The market ideal   | 59             |
| 3.2. Efficiency in practice   | 63             |
| 3.3. Consumers, citizens, human beings  | 75             |
| 4 Dis-integration   | 84             |
| 4.1. The market dystopia and the loss of self and meaning   | 84             |
| 4.2. The “most productive” use of ecosystems  | 93             |
|   | vii            |

|      |  |     |
|------|--|-----|
| viii | Contents   |     |
|      | Postscript to part two: “can selfishness save the environment?”                                | 112 |
|      | <b>Part three: Living in unity, doing your part: rationality, recognition, and reciprocity</b> |     |
| 5    | Introduction: doing your part  | 127 |
| 6    | The rationality of reciprocity   | 134 |
| 6.1. | Some experimental games  | 134 |
| 6.2. | Doing what we ought to do, if it pays  | 145 |
| 7    | Normativity, recognition, and moral motivation   | 155 |
| 8    | Citizens and workers: the argument illustrated   | 173 |
| 8.1. | We’ll be citizens – if you’ll let us   | 173 |
| 8.2. | The citizen’s duty to vote   | 178 |
| 8.3. | Workers and managers: on hierarchical cooperation  | 188 |
| 8.4. | Social order: or why most people are not crooks  | 199 |
|      | <i>Index</i>   | 211 |