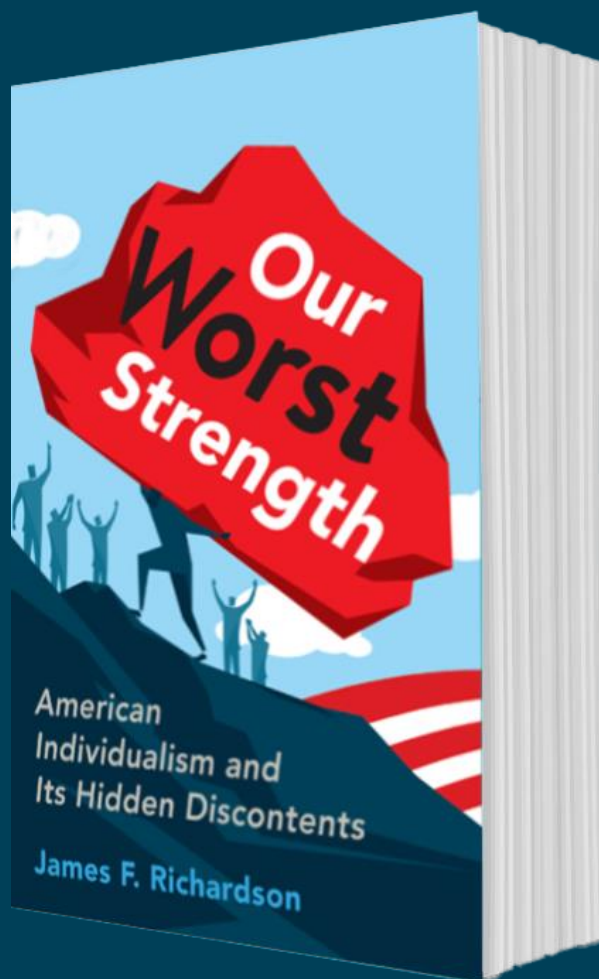


We are all settlers on our own personal frontiers.



EARLY PRAISE

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It's our national way of life. Individualism. America has now taken individualism to its logical extreme like no other society on Earth. And the results are mixed. Radical autonomy without wisdom and lots of social support is a dangerous gift. It can even become a curse of self-destruction.

This book explores how individualism affects the five major domains of American life that comprise 80% of our waking time - work, fun, food, friends, and family.

Dr. Richardson argues that individualism is not an inevitable way of life. We can take our gifts of autonomy and calibrate them to a more community-oriented future. We have to truly understand what we have before we make changes we would regret as a country.

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The Author –



James F. Richardson is a Ph.D. cultural anthropologist who has studied American society for twenty years as a market research consultant. He has interviewed Americans in 40 different states and has lived all over the country, including New England, the Chicago-to-Madison corridor, Seattle, and Tucson, Arizona. For nearly three years in the late 1990s, he also lived in South India, studying a very different society than our own. Today, he lives with his wife, children, and dogs in sunny Tucson, Arizona, where he writes nonfiction and consults with a national client base. He also writes a Substack — [Homo Imaginari](#) — for a growing international readership.

