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Authenticity is a Con: (Provocations)

Peter York

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The idea of authenticity - deliciously vague and as ubiquitous as Starbucks - has hit the spot in almost every sector of 21st-century life. But can we trust the authentic image of Nigel 'man-of-the-people' Farage, Sarah 'hockey mom' Palin or Gwyneth 'inner life' Paltrow? Are punk bands, distressed denim and rustic furniture really as spontaneous as people seem to think? Is bare-brick Shoreditch just one big authenticity scam? From motivational speakers to PR consultants, music entrepreneurs to devoted foodies, bearded hipsters to earnest YouTubers - and, yes, politicians too - 'authentic' has become the buzzword of our age. But, as Peter York has discovered, its meaning has changed and become corrupted: every advertising agency, micro-connoisseur and charlatan going has re-tooled the language of authenticity for our changing market and it is now practically impossible for us to differentiate between authentic and 'authentic'. Drawing on witty anecdotes and analysing various spheres of everyday life, Peter has set out to uncover the truth behind authenticity - the ultimate con of our generation.

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