



# What About Me?: The Struggle for Identity in a Market-Based Society

By Paul Verhaeghe

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**What About Me?: The Struggle for Identity in a Market-Based Society** By Paul Verhaeghe

According to current thinking, anyone who fails to succeed must have something wrong with them. The pressure to achieve and be happy is taking a heavy toll, resulting in a warped view of the self, disorientation, and despair. Today's pay-for-performance mentality is turning institutions such as schools, universities, and hospitals into businesses, while individuals are being made to think of themselves as one-person enterprises. Love is increasingly hard to find, and we struggle to lead meaningful lives. In *What about Me?*, Paul Verhaeghe's main concern is how social change has led to this psychic crisis and altered the way we think about ourselves. He investigates the effects of 30 years' acceptance of neoliberalism, free-market forces, and privatization, and the resulting relationship between our engineered society and individual identity. From his clinical experience as a psychotherapist, Verhaeghe shows the profound impact that social change is having on mental health, even to the extent of affecting the nature of the disorders from which we suffer.

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#### Review

"A remarkable book ... *What About Me? The Struggle for Identity in a Market-Based Society* is one of those books that, by making connections between apparently distinct phenomena, permits sudden new insights into what is happening to us and why." —George Monbiot, *The Guardian*

#### About the Author

**Paul Verhaeghe** is a senior professor at Ghent University and is the chair of the department for psychoanalysis and counseling psychology. He has published eight books, including *Love in a Time of Loneliness*.

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