

McMindfulness

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Synopsis

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A lively and razor-sharp critique of mindfulness as it has been enthusiastically co-opted by corporations, public schools, and the US military. Mindfulness is now all the rage. From celebrity endorsements to monks, neuroscientists, and meditation coaches rubbing shoulders with CEO's at the World Economic Forum in Davos, it is clear that mindfulness has gone mainstream. Some have even called it a revolution. But what if, instead of changing the world, mindfulness has become a banal form of capitalist spirituality that mindlessly avoids social and political transformation, reinforcing the neoliberal status quo?

In *McMindfulness*, Ronald Purser debunks the so-called "mindfulness revolution," exposing how corporations, schools, governments, and the military have co-opted it as technique for social control and self-pacification. A lively and razor-sharp critique, Purser busts the myths its salesmen rely on, challenging the narrative that stress is self-imposed and mindfulness is the cure-all. If we are to harness the truly revolutionary potential of mindfulness, we have to cast off its neoliberal shackles, liberating mindfulness for a collective awakening.

Reader's comments

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