

Contents

<i>Detailed Contents</i>	vi
<i>Acknowledgements</i>	ix
<i>Preface</i>	x
1 Defining Drugs in Society	1
2 Drugs and Alcohol in Historical Perspective	16
3 Customs, Cultures and the Experience of Intoxication	47
4 Drug Problems, Abuses and Addiction	75
5 Governing Drugs and Their Users	112
6 Lifestyle Medicines and Enhancement	146
7 Drugs in a Culture of Intoxication	173
<i>Bibliography</i>	195
<i>Index</i>	213

Detailed Contents

	<i>Acknowledgements</i>	ix
	<i>Preface</i>	x
1	Defining Drugs in Society	1
	What's the problem? Why this book?	2
	About intoxication	5
	Sweet poisons of misuse	7
	Why do drugs work?	11
	Conclusion	15
2	Drugs and Alcohol in Historical Perspective	16
	Useful problems: the inescapable usefulness of drugs and alcohol for society	16
	Refined relief: ordering drugs and intoxication	19
	Narratives and origin myths in drug histories	22
	Social complexity and transformation	24
	Fermentation and distillation: the release of the spirit	26
	Dissolving luxuries: the Gin Craze	29
	Nineteenth-century political economies of intoxication	31
	Social order, status and the lamentation of the object	33
	Opium: the fall of the Flaunting Blossom	35
	Apothecaries, medicine and medicalization	40
	Temperance, Prohibition and the symbolic order of things	42
	Drug scenes	44
	Conclusion	45
3	Customs, Cultures and the Experience of Intoxication	47
	Remote control for the soul	48
	Alcoholic disinhibition and status transition	51

	Feeling sad, anxious, tired? Lifestyle medicines and branding illness	147
	Psychopharmacology and Big Pharma	150
	Viagra: sorting men	155
	Ritalin: cramming pills	157
	The pharmaceutical society	159
	Reflexive consumption, deviant consumers	161
	Better than life	164
	Inhibiting the self	169
	Conclusion	171
7	Drugs in a Culture of Intoxication	173
	The moral economy of 'drugs'	173
	The chemical world and the stuff of enlightenment	174
	Sensual objects in material culture	176
	Autonomous consciousness	179
	Practices of the plastic self	181
	The organization of pleasure	185
	From deviant pathologies to social problems	187
	Abstinence and living above the influence	189
	Suspicious pleasures	190
	Bathe the drooping spirits in delight	193
	<i>Bibliography</i>	196
	<i>Index</i>	213