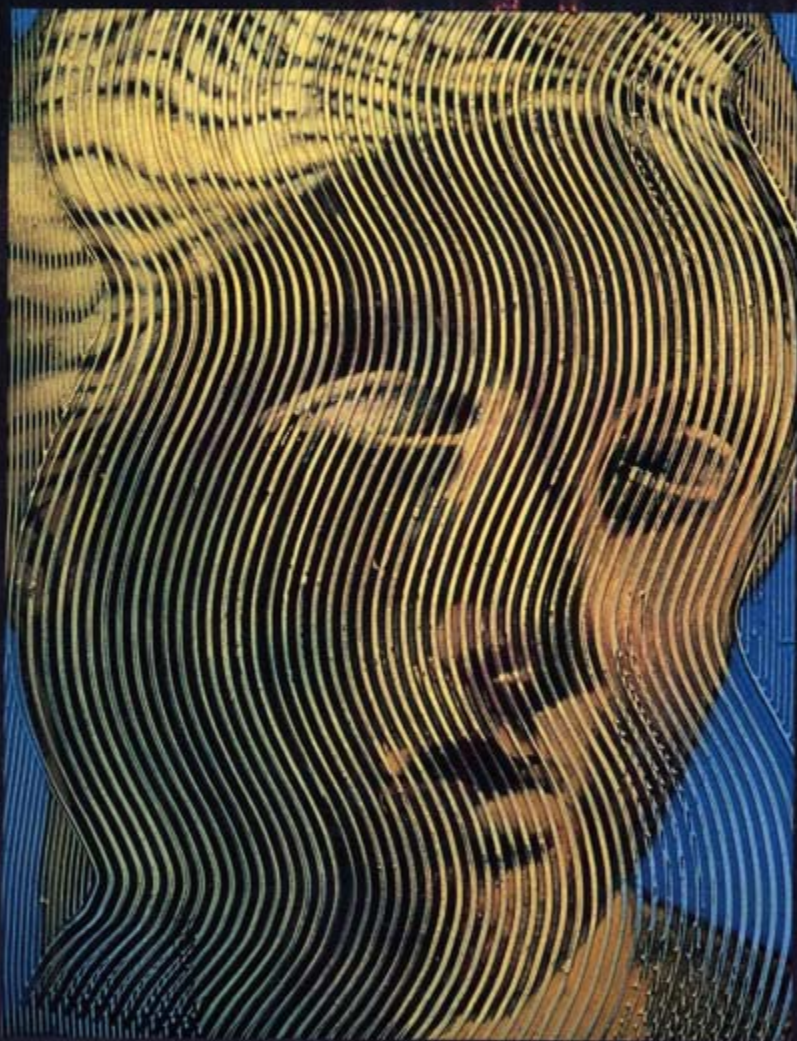


In Praise of
Commercial



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Tyler Cowen

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In Praise of Commercial Culture

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**COMMERCIAL
CULTURE**

Tyler Cowen

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Reader feedback is welcome. I can be reached at Department of Economics, George Mason University, Fairfax, VA 22030, or tcowen@gmu.edu.

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There is no great work of art which does not convey a new message to humanity; there is no great artist who fails in this respect. This is the code of honor of all the great in art, and consequently in all great works of the great we will find that newness which never perishes, whether it be of Josquin des Pres, of Bach or Haydn, or of any other great master. *Because: Art means New Art.*

Arnold Schoenberg, *Style and Idea,*
Selected Writings of Arnold Schoenberg

I have many times asked myself, not without wonder, the source of a certain error which, since it is committed by all the old without exception, can be believed to be proper and natural to man: namely, that they nearly all praise the past and blame the present, revile our actions and behaviour and everything which they themselves did not do when they were young, and affirm, too, that every good custom and way of life, every virtue and, in short, all things imaginable are always going from bad to worse.

Baldesar Castiglione, *The Book of the Courtier*