

## Contents

**One** Refusing to Play, Pluralism, and Anything Goes:  
Defining the Counterculture 1

**Two** The Outlaw Persona: Joplin, Big Brother, and Pluralism  
in Black and White 22

**Three** The Exotic Persona: Absorbing the Postcolonial  
Political Pill 52

**Four** The Natural Persona: Freedom, the Grateful Dead, and  
an Anticommercial Counterculture 91

**Five** The New Age Persona: Sex, Spirituality, and Escaping  
to the Now 124

**Six** Helter Skelter: Lessons from the End of the  
Counterculture 155

Notes 177

Bibliography 207

Acknowledgments 221

Index 223