Although Mills is generally not labeled a critical theorist, his perspective on society is based on the same type of social dynamics. For example, in this essay he argues that as decision-making becomes increasingly rational, marketing organizations transform people into unreflective "cheerful robots" with motivations restricted to possessing the latest gadgets. In the absence of public input, military and corporate elites make rational decisions toward expanding their organizations’ influence, leading to overdeveloped nations like the US and USSR of the early 1960s. As antidote for the freedom-limiting effects of rationality, Mills suggests that intellectuals must become responsible for stimulating the public with reasoned—not rational—opinions. It is only by adding reason to rationality that elites' decision-making might be influenced by, rather than determinant of the public's desires.