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and Consumer Culture Reader On Consumer Culture, Identity, the Church and
the Rhetorics of Delight Consumer Culture Death in a Consumer Culture
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Our seduction into beliefs in competition, scarcity, and acquisition are producing too many casualties. We need to depart a kingdom that creates isolation, polarized debate, an exhausted planet, and violence that comes with the will to empire. The abbreviation of this empire is called a consumer culture. We think the free market ideology that surrounds us is true and inevitable and represents progress. We are called to better adapt, be more agile, more lean, more schooled, more, more, more. Give it up. There is no such thing as customer satisfaction. We need a new narrative, a shift in our

thinking and speaking. *An Other Kingdom* takes us out of a culture of addictive consumption into a place where life is ours to create together. This satisfying way depends upon a neighborly covenant—an agreement that we together, will better raise our children, be healthy, be connected, be safe, and provide a livelihood. The neighborly covenant has a different language than market-hype. It speaks instead in a sacred tongue. Authors Peter Block, Walter Brueggemann, and John McKnight invite you on a journey of departure from our consumer market culture, with its constellations of empire and control. Discover an alternative set of beliefs that have the capacity to evoke a culture where poverty, violence, and shrinking well-being are not inevitable—a culture in which the social order produces enough for all. They ask you to consider this other kingdom. To participate in this modern exodus towards a modern community. To awaken its beginnings are all around us. *An Other Kingdom* outlines this journey to construct a future outside the systems world of solutions. The Reading Augustine series presents short, engaging books offering personal readings of St. Augustine of Hippo's contributions to western philosophical, literary, and religious life. Mark Clavier's *On Consumer Culture, Identity, The Church and the Rhetorics of Delight* draws on Augustine of Hippo to provide a theological explanation for the success of marketing and consumer culture. Augustine's thought, rooted in rhetorical theory, presents a brilliant understanding of the experiences of damnation and salvation that takes seriously the often hidden psychology of human motivation. Clavier examines how Augustine's keen insight into the power of delight over personal notions of freedom and self-identity can be used to shed light on how the constant lure of promised happiness shapes our identities as consumers. From Augustine's perspective, it is only by addressing the sources of delight within consumerism and by rediscovering the wellsprings of God's delight that we can effectively challenge consumer culture. To an age awash with commercial rhetoric, the fifth-century Bishop of Hippo offers a theological rhetoric that is surprisingly contemporary and insightful. We live in times of increasing world uncertainty. Consumer culture in Asia has embodied such precariousness, with their unprecedented states of both prosperity and vulnerability. Works in this volume examine the consumer cultures that exist in today's precarious Asia. They do this through culturally

oriented, critical consumer research. How deeply has the consumer precariousness in Asia been intertwined with the sociohistorical patterning of consumption including class, gender, and other social categories? How do these problematics affect consumers' identity projects, consumer rituals, and marketplace cultures? How is consumer precariousness aggravated by the governmentality of the superpower? How does the changing landscape of inter-Asian and global popular culture impact consumer culture in these nations? Together, the authors in this volume attempt to answer these questions through consumer research within the paradigm known as consumer culture theory (CCT). Since most CCT inquiry has been in Western contexts, this volume augments the existing knowledge. It presents the most current, critical, historical, and material consumer studies focused on Asia. This volume will be of interest to seasoned CCT researchers and academics, for anyone new to CCT, and for postgraduate students interested in CCT or writing a consumer culture-related thesis. The first edition of this contemporary classic can claim to have put 'consumer culture' on the map, certainly in relation to postmodernism. This expanded new edition includes: a fully revised preface that explores the developments in consumer culture since the first edition a major new chapter on 'Modernity and the Cultural Question' an update on postmodernism and the development of contemporary theory after postmodernism an account of multiple and alternative modernities the challenges of consumer culture in Japan and China. The result is a book that shakes the boundaries of debate, from one of the foremost writers on culture and postmodernism of the present day. Based on Chinese, Japanese and English-language archives, this text explores the historical ties between nationalism and consumerism in China. Mass consumption is a defining feature of modern American culture. During the 20th century, mass production, discretionary income, and modern advertising combined to create and fulfill demand for more products than ever before. From butchers and bakers to big-box retailers, the story of the buying and selling of goods tells the history of our cities from a unique perspective. The Good Life approaches Sacramento's history from the bottom up, with a look at the city's past from the perspective of ordinary citizens. From the gold rush to the dot-com bubble and beyond, it tells the story of changing times, changing styles, and changing

fortunes, and their effects on the lives of the people of Sacramento. This book provides a comprehensive introduction to the issues, concepts and theories through which people have tried to understand consumer culture throughout the modern period, and puts the current state of thinking into a broader context. Thematically organized, the book shows how the central aspects of consumer culture - such as needs, choice, identity, status, alienation, objects, culture - have been debated within modern theories, from those of earlier thinkers such as Marx and Simmel to contemporary forms of post-structuralism and postmodernism. This approach introduces consumer culture as a subject which - far from being of narrow or recent interest - is intimately tied to the central issues of modern times and modern social thought. With its reviews of major theorists set within a full account of the development of the subject, this book should be of interest to undergraduate and postgraduate students in the many disciplines which now study consumer culture, including communications and cultural studies, anthropology and history. This volume charts the rise of consumer culture in Europe during the 17th and 18th centuries. Essays are included on France and Holland, but the focus is primarily on Britain. Themes discussed include art markets, collecting and display, and are set alongside those of value and luxury. "This book compiles and integrates highly innovative work aimed at bridging the fields of anthropology and consumer behavior." □Journal of Consumer Affairs " . . . fascinating . . . ambitious and interesting . . . " □Canadian Advertising Foundation Newsletter " . . . an anthropological dig into consumerism brimming with original thought . . . " □The Globe and Mail "Grant McCracken has written a provocative book that puts consumerism in its place in Western society□at the centre." □Report on Business Magazine " . . . a stimulating addition to knowledge and theory about the interrelationship of culture and consumption." □Choice "[McCracken's] synthesis of anthropological and consumer studies material will give historians new ideas and methods to integrate into their thinking." □Maryland Historian "The book offers a fresh and much needed cultural interpretation of consumption." □Journal of Consumer Policy "The volume will help balance the prevailing cognitive and social psychological cast of consumer research and should stimulate more comprehensive investigation into consumer behavior." □Journal of Marketing

Research " . . . broad scope, enthusiasm and imagination . . . a significant contribution to the literature on consumption history, consumer behavior, and American material culture." □Winterhur Portfolio "For this is a superb book, a definitive exploration of its subject that makes use of the full range of available literature." □American Journal of Sociology "McCracken's book is a fine synthesis of a new current of thought that strives to create an interdisciplinary social science of consumption behaviors, a current to which folklorists have much to contribute." □Journal of American Folklore This provocative book takes a refreshing new view of the culture of consumption. McCracken examines the interplay of culture and consumer behavior from the anthropologist's point of view and provides new insights into the way we view ourselves and our society. Table of contents After decades of turmoil and trauma, the Brezhnev era brought stability and an unprecedented rise in living standards to the Soviet Union, enabling ordinary people to enjoy modern consumer goods on an entirely new scale. This book analyses the politics and economics of the state's efforts to improve living standards, and shows how mass consumption was often used as an instrument of legitimacy, ideology and modernization. However, the resulting consumer revolution brought its own problems for the socialist regime. Rising well-being and the resulting ethos of consumption altered citizens' relationship with the state and had profound consequences for the communist project. The book uses a wealth of sources to explore the challenge that consumer modernity was posing to Soviet "mature socialism" between the mid-1960s and the early 1980s. It combines analysis of economic policy and public debates on consumerism with the stories of ordinary people and their attitudes to fashion, Western goods and the home. The book contests the notion that Soviet consumers were merely passive, abused, eternally queuing victims and that the Brezhnev era was a period of "stagnation", arguing instead that personal consumption provided the incentive and the space for individuals to connect and interact with society and the regime even before perestroika. This book offers a lively account of Soviet society and everyday life during a period which is rapidly becoming a new frontier of historical research. Advertising, materialism and consumption are central aspects of contemporary Western culture. We are bombarded with idealised images of the perfect body, desirable consumer

goods, and affluent lifestyles, yet psychology is only just beginning to take account of the profound influence these consumer culture ideals have on individuals' sense of identity and worth. *Consumer Culture, Identity, and Well-Being* documents the negative psychological impact consumer culture can have on how individuals view themselves and on their emotional welfare. It looks at the social psychological dimensions of having, buying and wanting material goods, as well as the pursuit of media-hyped appearance ideals. In particular, it focuses on: the purchasing of material goods as a means of expressing and seeking identity, and the negative consequences of this psychological buying motivations in conventional buying environments and on the Internet the unrealistic socio-cultural beauty ideals embodied by idealized models. Throughout, different approaches from social psychology are integrated, such as self-completion, self-discrepancy and value theory, to create a comprehensive theoretical framework for understanding the impact of internalising core consumer culture ideals on how individuals see themselves and the implications this has for their psychological and physical health. This book is of interest to anybody who wants to find out more about the psychological effects of living in modern consumer societies on children, adolescents, and adults. More specifically, it will be of interest to students and researchers in social psychology, sociology, media studies, communication and other social sciences, as well as to psychologists, health workers, and practitioners interested in the topics of identity, consumption pathologies, body image, and body-related behaviours. Terrence W. Tilley, University of Dayton. This collection of classic and contemporary articles provides context for the study of advertising by exploring the historical, economic, and ideological factors that spawned the development of a consumer culture. It begins with articles that take an institutional and historical perspective to provide background for approaching the social and ethical concerns that evolve around advertising. Subsequent sections then address the legal and economic consequences of life in a material culture; the regulation of advertising in a culture that weighs free speech against the needs of society; and the ethics of promoting materialism to consumers. The concluding section includes links to a variety of resources such as trade association codes of ethics, standards and guidelines for particular types of advertising, and

information about self-regulatory organizations. "Exploring the process of Iran's modernization through the double lens of domesticity and consumer culture, Pamela Karimi demonstrates the extent to which the Iranian house has served as the place of encounter with the "other" and of reconsideration of the nation as "home." Domesticity and Consumer Culture in Iran examines the interplay between native aspirations, foreign influences, gender roles, consumer culture and women's education as they intersect with taste, fashion, domestic architecture and interior design in modern Iran. Throughout, ideas of consumer culture and gender are at its core, but other important socio-political subjects are examined in order to view Iran's modernization through the prism of its people's private lives. Presenting a new perspective on the 1979 Iranian revolution, re-read vis--vis the opinions of Shiite religious scholars, the Left, and the revolutionary elites , this book demonstrates how Iranians have contested the public-private dichotomy as manifested in the Islamic Republic's texts, images, and actual physical spaces"-- Consumer culture influences virtually all activities within modern societies and has become an important area of study for businesses. Logical analysis of consumer behavior is difficult as humans have different reasons for repeatedly buying products they need or want, and it is challenging to follow why they buy unneeded or unwanted products regularly. Without a comprehensive understanding of consumer culture as the basis, market discussions become empty and produce little insight into the power consumers hold in affecting other individuals and society. Multifaceted Explorations of Consumer Culture and Its Impact on Individuals and Society provides emerging research from different perspectives on the basis and ramifications of consumer culture, as well as how it affects all aspects of the lives of individuals. While providing a platform for exploring interpersonal interactions and issues related to ethics in marketing, readers will gain valuable insight into areas such as consumer vs. producer mentality, the effects of consumerism on developing countries, and the consequences of consumerism. This book is an important resource for marketing professionals, business managers, sociologists, students, academicians, researchers, and consumer professionals. Written with beautiful clarity, Art in Consumer Culture: Mis-Design asks the contemporary art world to be honest about the pervasive effects of commodification and the difficulty

of staging critique. The book examines the collusion of 'art' and 'design' in contemporary artistic practices in order to find avenues of critique in a commercially driven cultural landscape. Grace McQuilten focuses on the work of Takashi Murakami, Andrea Zittel, Adam Kalkin and Vito Acconci, four contemporary artists who claim to be working in the field of design rather than the traditional art world. McQuilten argues that Zittel, Acconci and Kalkin engage with 'design' only to reactivate the critical practice of art in a more direct engagement with capital - and conceives of and affirms a future for art, outside of the art world, as a parasite in the complex beast of late capitalism. This book is an important and timely provocation to a cynical and apathetic consumer culture, and a call to arms for creative freedom and critical thought. Contemporary Consumer Culture Theory contains original research essays written by the premier thought leaders of the discipline from around the world that reflect the maturation of the field Customer Culture Theory over the last decade. The volume seeks to help break down the silos that have arisen in disciplines seeking to understand consumer culture, and speed both the diffusion of ideas and possibility of collaboration across frontiers. Contemporary Consumer Culture Theory begins with a re-evaluation of some of the fundamental notions of consumer behaviour, such as self and other, branding and pricing, and individual vs. communal agency then continuing with a reconsideration of role configurations as they affect consumption, examining in particular the ramifications of familial, gender, ethnic and national aspects of consumers' lived experiences. The book move on to a reappraisal of the state of the field, examining the rhetoric of inquiry, the reflexive history and critique of the discipline, the prospect of redirecting the effort of inquiry to practical and humanitarian ends, the neglected wellsprings of our intellectual heritage, and the ideological underpinnings of the evolving construction of the concept of the brand. Contemporary Consumer Culture Theory is a reflective assessment, in theoretical, empirical and evocative keys, of the state of the field of consumer culture theory and an indication of the scholarly directions in which the discipline is evolving providing reflection upon a rapidly expanding discipline and altered consumption-scapes by some of its prime movers. The question of consumption emerged as a major focus of research and scholarship in the 1990s but the breadth and diversity of

consumer culture has not been fully enough explored. The meanings of consumption, particularly in relation to lifestyle and identity, are of great importance to academic areas including business studies, sociology, cultural and media studies, psychology, geography and politics. The SAGE Handbook of Consumer Culture is a one-stop resource for scholars and students of consumption, where the key dimensions of consumer culture are critically discussed and articulated. The editors have organised contributions from a global and interdisciplinary team of scholars into six key sections: Part 1: Sociology of Consumption Part 2: Geographies of Consumer Culture Part 3: Consumer Culture Studies in Marketing Part 4: Consumer Culture in Media and Cultural Studies Part 5: Material Cultures of Consumption Part 6: The Politics of Consumer Culture

'Roberta Sassatelli has written a thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption. Consumer Culture is an appealing and lucid introduction to the major themes - historical and contemporary, theoretical and empirical - surrounding the growth, nature and consequences of consumer culture. It will be of professional interest as well as serving a student audience' - Alan Warde, University of Manchester

Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to give:

- A history of the rise of consumer culture around the world;
- A richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commoditization; and
- A compelling discussion of the politics underlying our consumption practices.

An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time. How can we understand consumption in a region known for its cultural richness and vast inequalities? What do Latin Americans consume, and why? Examining topics from tango and samba to sex workers in Costa Rica, from eating tamales to selling ice in the Andes, and

from building and moving houses to buying cell phones, this collection brings together original research on some of the many forms of consumption and consumers that contribute to Latin American cultures and histories. Contributors include sociologists, anthropologists, media and cultural studies scholars, geographers and historians, showcasing diverse approaches to understanding Latin American consumption practices and consumer culture. Now in its fourth edition, the popular *Ads, Fads, and Consumer Culture* is an engaging cultural studies critique of contemporary advertising and its impacts on American society. Arthur Asa Berger looks at marketing strategies, sex and advertising, consumer culture, political advertising, and communication theory and process to give an accessible overview of advertising in America. This new edition features up-to-date examples and new theoretical material, including expanded discussions of a number of topics, such as Weber's study of religion and its role in consumption, the role of the unconscious and emotion in shaping consumer behavior, the way brands shape the behavior of 'mall girls,' sexuality and advertising, and Maslow's theory of needs. The book also comes complete with updated ads and Berger's signature drawings. Whether they are new to Berger's lively style of teaching and writing or loyal adopters, advertising and media professors will want to check out the latest edition of this text. Outlining the key themes, concepts and theoretical areas in the field, this book draws on contributions from prominent researchers to unravel the complexities of consumer culture by looking at how it affects personal identity, social interactions and the consuming human being. A field which is characterised as being theoretically challenging is made accessible through learning features that include case study material, critical reflection, research directions, further reading and a broad mix of the types of consumers and consumption contexts including emerging markets and economies. The structure of the book is designed to help students map the field in the way it is interpreted by researchers and follows the conceptual mapping in the classic Arnould & Thompson 2005 journal article. The book is organised into three parts - the Consumption Identity, Marketplace Cultures and the Socio-Historic Patterning of Consumption. Insight is offered into both the historical roots of consumer culture and the everyday experiences of navigating the contemporary marketplace. The book is supported by a collection of

international case studies and real world scenarios, including: How Fashion Bloggers Rule the Fashion World; the Kendall Jenner Pepsi Commercial; Professional Beer Pong, Military Recruiting Campaigns, The World Health Organization and the Corporatization of Education. The go-to text for anyone new to CCT or postgraduate students writing a CCT-related thesis. In this consumer culture studies anthology, 23 reprinted essays (1934-98) consider both the empowering and disempowering elements of consumerism. In her introduction, Scanlon (women's studies, Plattsburgh State U. of New York) views consumer culture as a collaborative process, not simply a matter of perpetrators and victims. The themes the essays address are: stretching the boundaries of the domestic sphere; you are what you buy; the message makers; and sexuality, pleasure and resistance in consumer culture. The book features bandw illustrations promoting the cults of domesticity and identity through proper consumption. It lacks an index. c. Book News Inc. Consumer Culture and Society offers an introduction to the study of consumerism and consumption from a sociological perspective. Author Wendy Wiedenhoft Murphy examines what we buy, how and where we consume, the meanings attached to the things we purchase, and the social forces that enable and constrain consumer behavior. Opening chapters provide a theoretical overview and history of consumer society and featured case studies look at mass consumption in familiar contexts, such as tourism, food, and higher education. The book explores ethical and political concerns, including consumer activism, indebtedness, alternative forms of consumption, and dilemmas surrounding the globalization of consumer culture. 2021 Catholic Media Association Award first place award in sacraments What does consumerism have to do with the sacraments? We live in cultures where our senses of meaning, identity, and purpose are often found in what we purchase. Apart from the question of hedonism, there is the question of how we orient ourselves in an environment in which we end up marketing our very selves. In this book, Timothy Brunk examines how this consumer culture has had a corrosive effect on the seven sacraments of the Catholic Church. He also assesses how sacramental worship can provide resources for responsible Christian discipleship in today's consumer culture. This book offers a distinctive introduction to understanding the position of sport in consumer

society. Drawing on recent developments in sociological theory and research, particularly in relation to debates about culture and consumption, the book examines how sport - as both recreational practice and commercial spectacle - has become more central to the capitalist 'economies of signs and space'. Containing up-to-date research findings and identifying key issues in the study and politics of sport in consumer culture, this is essential reading for all students seeking to broaden their understanding of sport in society. Such research, however, takes place outside of the sphere of the university in the commercial sector and is primarily focused on issues of how to successfully sell products and services. Due to competitive concerns, commercial research into consumer culture has led to the privatization of its results, which runs contrary to the ideal of science as an open and critical project. The goal of this book is to create a counterbalance to this "science in the shadows" and overcome the mutual distrust between the academic and commercial spheres and make possible the transfer of recent discoveries between the two parties. The publication is dedicated to the exploration of three areas of consumer culture: research on consumer culture and consumer behaviour in post-socialist countries (especially in the Czech Republic), new developments in the theory of consumer culture and innovative methodological approaches to its research and, finally, to recent criticism of consumer culture and consumerism. "The second edition of *Consumer Culture* brings this successful introductory textbook right up-to-date for students who are interested in the nature and role of consumption in modern societies. It introduces the importance of new object-based studies for consumer culture, as well as adding new chapters on branding and the rise of ethical consumption. "A thorough and wide-ranging synthetic account of social scientific research on consumption which will set the standard for the second generation of textbooks on cultures of consumption." - Alan Warde, University of Manchester "The multi-disciplinary nature of the book provides new and revealing insights, and Sassatelli conveys brilliantly the heterogeneity and ambivalent nature of consumer identities, consumer practices and consumer cultures... Newcomers to consumer culture will find this an invaluable primer and introduction to the major concepts and ideas, while those familiar with the field will find Sassatelli's sharp analysis and discussion both refreshing and

inspiring." - James Skinner, *Journal of Sociology* "This is a model of what a text book ought to be. Over the past decade the original debates about consumption have been overlaid by a vast amount of detailed research, and it seems unimaginable that a single text could do justice to all of these. To do so would involve as much a commitment to depth as to breadth. I was quite astonished at how well Sassatelli succeeds in balancing the two... Ultimately, it's the book that I would trust to help people digest what we now have discovered about consumption and start from a much more mature and reflective foundation to consider what more we might yet do." - Daniel Miller, *Material World* Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. While rooted in sociology, Sassatelli draws on the traditions of history, anthropology, geography and economics to provide: a history of the rise of consumer culture around the world a richly illustrated analysis of theory from neo-classical economics, to critical theory, to theories of practice and ritual de-commoditization a compelling discussion of the politics underlying our consumption practices. An exemplary introduction to the history and theory of consumer culture, this book provides nuanced answers to some of the most central questions of our time. In *Social Psychology and Theories of Consumer Culture* McDonald and Wearing present a critical analysis of social psychology from the perspective of classical and contemporary theories of consumer culture. In this wide-ranging and perceptive work of cultural criticism, Joseph Heath and Andrew Potter shatter the most important myth that dominates much of radical political, economic, and cultural thinking. The idea of a counterculture -- a world outside of the consumer-dominated world that encompasses us -- pervades everything from the antiglobalization movement to feminism and environmentalism. And the idea that mocking or simply hoping the "system" will collapse, the authors argue, is not only counterproductive but has helped to create the very consumer society radicals oppose. In a lively blend of pop culture, history, and philosophical analysis, Heath and Potter offer a startlingly clear picture of what a concern for social

justice might look like without the confusion of the counterculture obsession with being different. Death has never been more visible to consumers. From life insurance to burial plots to estate planning, we are constantly reminded of consumer choices to be made with our mortality in mind. Religious beliefs in the afterlife (or their absence) impact everyday consumption activities. Death in a Consumer Culture presents the broadest array of research on the topic of death and consumer behaviour across disciplinary boundaries. Organised into five sections covering: The Death Industry; Death Rituals; Death and Consumption; Death and the Body; and Alternate Endings, the book explores topics from celebrity death tourism, pet and online memorialization; family history research, to alternatives to traditional corpse disposal methods and patient-assisted suicide. Work from scholars in history, religious studies, sociology, psychology, anthropology, and cultural studies sits alongside research in marketing and consumer culture. From eastern and western perspectives, spanning social groups and demographic categories, all explore the ubiquity of death as a physical, emotional, cultural, social, and cosmological inevitability. Offering a richly unique anthology on this challenging topic, this book will be of interest to researchers working at the intersections of consumer culture, marketing and mortality. "A radical approach to children's TV. . . . Seiter argues cogently that watching Saturday cartoons isn't a passive activity but a tool by which even the very young decode and learn about their culture, and develop creative imagination as well. Bolstered by social, political, developmental, and media research, Seiter ties middle-class aversion to children's TV and mass-market toys to an association with the 'uncontrollable consumerism'--and hence supposed moral failure--of working class members, women, and 'increasingly, children.' . . . Positive guidance for parents uncertain of the role of TV and TV toys in their children's lives."--Kirkus Reviews "Sold Separately is about television and toys, and the various roles that they play in the lives of children and parents. In particular, Seiter examines toy advertising, both in print media and on television; TV commercials; toy-based video for girls, with an in-depth look at "My Little Pony"; action TV for boys, using "Slimer and the Real Ghostbusters" as her case study; and the stores where toys are sold, both Toys "R" Us and the more upscale shops . . . contains many provocative

observations."--Women's Review of Books "Ellen Seiter has a holiday message for yuppie parents who feel guilty shopping at Toys "R" Us. The mass-produced toys that dominate the chain's shelves need not be the enemy of every right-thinking parent. "Ghostbuster" figurines and "My Little Pony" can share the toy chest with those sensible wooden blocks."--Chronicle of Higher Education "Emphasizing problems of socioeconomic class, gender, and race stereotyping, this study acknowledges the usual parental complaints about toys like Barbie and G.I. Joe, but insists that they do play an important role in children's culture, especially for working class families. A thought-provoking analysis."--Wilson Library Journal "In this thought provoking study, Seiter reasonably urges parents and others to put aside their own tastes and to understand that children's consumer culture promotes solidarity and sociability among youngsters."--Publishers Weekly "An important book for those desiring an overview of the toy industry's impact on consumer culture . . . [it] presents a fair and well-balanced view of the industry."--Kathleen M. Carson, associate editor, Playthings "A refreshing, thoughtful, and insightful investigation of an enormously important subject--consumer culture for kids. . . I can't recommend it highly enough."--Janice Radway, Duke University, author of *Reading the Romance* Damascus was for centuries a center of learning and commerce. Drawing on the city's dazzling literary tradition--a rich collection of poetry, chronicles, travel accounts, and biographical dictionaries--as well as on Islamic court records, James Grehan explores the material culture of premodern Damascus, reconstructing the economic infrastructure, social customs, and private consumer habits that dominated this cosmopolitan hub in the 1700s. He sketches a lively history of diet, furniture, fashion, and other aspects of daily life, providing an unusual and intimate account of the choices, constraints, and compromises that defined consumer behavior. Coffee, tobacco, and light firearms had arisen as new luxury items in preceding centuries, and Grehan traces the usage of such goods in order to get a picture of the overall standard of living in the premodern Middle East. He looks particularly at how wealth and poverty were defined and how consumption patterns expressed notions of taste, class, and power, illuminating the prominent role played by Damascus in shaping the economy and culture of the Middle East. In assessing the magnitude of social change in

modern times, we have few benchmarks from the period preceding the onset of modernity in the nineteenth century. This informative study will make possible more precise cultural and economic comparisons between different parts of the world as it stood on the brink of a radically new economic and political order. The book's focus on a little-examined period and region will appeal to scholars and students of urban social history and Arab popular culture. We live in a society that defines us by what we consume and how. Every day we make purchasing decisions that express our sense of belonging, our commitments to the environment and our systems of belief. We often choose to buy things, not necessarily because we need them, but because we believe that these things will help us express who we are – in our own eyes and in the eyes of others. Whether we like it or not, consumerism is the prevalent ideology of our time. Led by Gjoko Muratovski, *Consumer Culture* is the ideal starting point for an investigation into the social construction of the global economy. This book explores students' consumer practices and material desires in nineteenth-century Oxford. Consumerism surged among undergraduates in the 1830s and decreased by contrast from the 1860s as students learned to practice restraint and make wiser choices, putting a brake on past excessive consumption habits. This study concentrates on the minority of debtors, the daily lives of undergraduates, and their social and economic environment. It scrutinises the variety of goods that were on offer, paying special attention to their social and symbolic uses and meanings. Through emulation and self-display, undergraduate culture impacted the formation of male identities and spending habits. Using Oxford students as a case study, this book opens new pathways in the history of consumption and capitalism, revealing how youth consumer culture intertwined with the rise of competition among tradesmen and university reforms in the 1850s and 1860s. This book investigates the intersection between consumption, identity and Jewish history in Europe. Request a FREE 30-day online trial to this title at www.sagepub.com/freetrial The three-volume *Encyclopedia of Consumer Culture* covers consuming societies around the world, from the Age of Enlightenment to the present, and shows how consumption has become intrinsic to the world's social, economic, political, and cultural landscapes. Offering an invaluable interdisciplinary approach, this reference work is a

useful resource for researchers in sociology, political science, consumer science, global studies, comparative studies, business and management, human geography, economics, history, anthropology, and psychology. The first encyclopedia to outline the parameters of consumer culture, the Encyclopedia of Consumer Culture provides a critical, scholarly resource on consumption and consumerism over time. Some of the topics included are: Theories and concepts Socio-economic change (i.e. social mobility) Socio-demographic change (i.e. immigration, aging) Identity and social differentiation (i.e. social networks) Media (i.e. broadcast media) Style and taste (i.e. fashion, youth culture) Mass consumptions (i.e. retail culture) Ethical Consumption (i.e. social movements) Civil society (i.e. consumer advocacy) Environment (i.e. sustainability) Domestic consumption (i.e. childhood, supermarkets) Leisure (i.e. sport, tourism) Technology (i.e. planned obsolescence) Work (i.e. post industrial society) Production (i.e. post fordism, global economy) Markets (i.e. branding) Institutions (i.e. religion) Welfare (i.e. reform, distribution of resources) Urban life (i.e. suburbs) Shopping is a pastime ingrained in American life, from the annual Black Friday sales to the rise in prominence of big-box stores such as Target and Walmart. But as customers have shifted to using online merchants such as Amazon, businesses have had to fight to reach consumers. This collection features articles that address trends in consumer culture, explaining the psychology behind what we buy and the significance of consumer habits to the larger economy. It also tells the story of individuals who are beginning to fight back, seeking to disrupt the powerful cycle of consumer capitalism. Media literacy questions and terms are included to further engage readers with reporting styles and techniques.