



Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities

By Grant David McCracken

Indiana University Press, United States, 1991. Paperback. Book Condition: New. Reprint. 232 x 152 mm. Language: English . Brand New Book. 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...



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Reviews

Very helpful to all of class of folks. This is certainly for all who statte there had not been a worthy of studying. Once you begin to read the book, it is extremely difficult to leave it before concluding.

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Simply no phrases to clarify. It is really basic but surprises from the 50 percent of the ebook. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- **Mr. Noah Cummerata IV**