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CULTURE AND CONSUMPTION: NEW APPROACHES TO THE SYMBOLIC CHARACTER OF CONSUMER GOODS AND ACTIVITIES



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...

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- Authored by Grant David McCracken
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