



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

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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HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying-arms parents and teachers with real solutions for a...



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