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Sommario/riassunto	The chapters in this volume are selected from the best papers presented at the 11th Annual Consumer Culture Theory Conference held in Lille, France in July 2016. The diverse interpretive research and theory represented in this volume provides the reader with intellectually stimulating opportunities to examine the intersections between a variety of topics that represent the cutting edge in consumer research. These studies draw on an array of qualitative methodologies and the substantive topics represent crucial issues for our times.