

1. Record Nr.	UNINA9910170991003321
Autore	Firat A. Fuat
Titolo	Consuming people : from political economy to theaters of consumption // A. Fuat Firat and Nikhilesh Dholakia
Pubbl/distr/stampa	London ; ; New York, : Routledge, 1998
ISBN	1-134-70633-2 1-134-70634-0 1-280-07506-6 9786610075065 0-203-44981-9 0-415-31620-0
Descrizione fisica	xii, 194 p
Collana	Consumer research and policy series
Altri autori (Persone)	DholakiaNikhilesh <1947->
Disciplina	339.4/7
Soggetti	Consumption (Economics) - History Demand (Economic theory)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. [161]-188) and index.
Nota di contenuto	1. The consuming society -- 2. Consumption patterns -- 3. The making of the consumer -- 4. Consumption in modern society -- 5. The social construction of consumption patterns in modern society -- 6. (Post)modernity and consumption -- 7. Postmodern consumption -- 8. Global consumption -- 9. Consuming people -- 10. The new theater of consumption.
Sommario/riassunto	Consumption is widely regarded as one of the most important phenomena in contemporary society, but, till now, there has been very little analysis of how consumption patterns evolve, transform and proliferate. This revealing book provides an incisive treatment of consumption on a global scale from a cultural, philosophical and business perspective. Beginning with an analysis of how a dominant form of consumption pattern took hold in modern, capitalist, market economies, this book explores the contemporary changes and paradoxes in our consumption patterns during the transitional period from the modern to the postmodern. The text focuses on the forces shaping American consumption patterns, from corporations to

Hollywood, and concludes with an analysis of the emerging trans-modern possibilities of the new 'theatre of consumption' where communities with a variety of consumption styles will flourish. This is an original and radical analysis in which its first-rate authors structure this key topic in a multi-disciplinary and forward-thinking way. As such, it will be of great interest to students and researchers of consumer behaviour in business and the social sciences, as well as those concerned with contemporary cultural transformations.

---