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Nota di contenuto	1. Introduction -- 2. Consumption: Different Perspectives and Academic Responsibilities -- 3. Consumption within the History of Economic and Social Thought -- 4. Consumption, Lifestyles and Taste -- 5. Conspicuous Consumption -- 6. Culture, Advertising and Consumption -- 7. Gender and Social Relations of Consumption -- 8. Money, Consumption and Happiness -- 9. In Times of Globalization: Gift Giving and the McDonaldization of Consumption.

This book takes an interdisciplinary approach to the world of consumption, covering different topics and including sociological, economic and marketing aspects. The term 'consumption' is vague and even in academic disciplines the term is used in a variety of ways. Consumption research asks how earnings and spending are related to each other. More generally, consumption research investigates how people, social classes or societies realize their consumption practices. The question of how consistent preference structures are due to changing empirical backgrounds of time, space and related culture is frequently asked. Which context variables (historical time, geographical framework, cultural background) specify the practice of consumption and in which way do attributes such as age, gender, class, occupation and life-style have their own impacts on the way in which consumption is realised? This book will be of interest to researchers working in economics, sociology, marketing, aesthetics and design, anthropology and communication studies. .
