

1. Record Nr.	UNINA9910453124303321
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Titolo	Social psychology and theories of consumer culture : a political economy perspective / / Matthew McDonald and Stephen Wearing
Pubbl/distr/stampa	Hove, East Sussex : , : Routledge, , 2013
ISBN	0-203-06803-3 1-299-44804-6 1-135-08150-6
Descrizione fisica	1 online resource (383 p.)
Altri autori (Persone)	WearingStephen
Disciplina	306.3
Soggetti	Consumption (Economics) - Social aspects Social psychology Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Half Title; Title Page; Copyright Page; Table of Contents; Preface; Acknowledgements; 1 Introduction; 2 Theories of consumer culture; 3 Self-identity in consumer culture; 4 Emotional and behavioural problems in consumer culture; 5 Consumer culture and space; 6 Conclusion; Notes; References; Index
Sommario/riassunto	Social Psychology and Theories of Consumer Culture: A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture. The analysis seeks to expand social psychological theory by focusing on the interface between modern western culture (consumer culture) and social behaviour. ?McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems (e.g. global warming, obesity, addiction, aliena