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Sommario/riassunto	Identifying Consumption illustrates how an individual's buying habits are shaped by the dynamics of the consumer marketplace-and thus how consumption and identity inform each other. Robert Dunn brings together the various theories of spending and develops a mode of analysis concentrating on the individual subjectivity of consumption. By doing so, he addresses how we spend and its relationship with status and lifestyle. Dunn provides a comprehensive guide to the study of modern consumer behavior before summarizing and critiquing the major theories of consumption. At this j