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Sommario/riassunto	At a time when the world is contemplating the depletion of non-renewable natural resources, the consumer society is increasingly being called into question. This is nowhere more acutely evident than in France, where since its beginnings in the nineteenth century, the consumer revolution, extending market forces into every area of social and private life, has been perceived as a challenge to core elements in French culture, such as traditional artisan crafts and small businesses serving local communities. Cultural historians and sociologists have charted the increasing commercialisation of ever