

1. Record Nr.	UNINA9910461952403321
Titolo	Consumption and spirituality // edited by Diego Rinallo, Linda Scott, and Pauline Maclaran
Pubbl/distr/stampa	New York : , : Routledge, , 2013
ISBN	1-283-64348-0 0-203-10623-7 1-136-25706-3
Descrizione fisica	1 online resource (297 p.)
Collana	Routledge interpretive marketing research ; ; 16
Altri autori (Persone)	MaclaranPauline RinalloDiego <1973-> ScottLinda M
Disciplina	201/.73
Soggetti	Consumption (Economics) - Religious aspects 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	pt. I. Marketers' sacralisation of the mundane -- pt. II. Consumers' search for spiritual meanings in consumption of the mundane -- pt. III. The commodification of the spiritual -- pt. IV. The consumption of spiritual goods -- pt. V. Issues of method and representation.
Sommario/riassunto	This book sheds light on the consumption of spiritual products, services, experiences, and places through state-of-the-art studies by leading and emerging scholars in interpretive consumer research, marketing, sociology, anthropology, cultural, and religious studies. The collection brings together fresh views and scholarship on a cultural tension that is at the centre of the lives of countless individuals living in postmodern societies: the relationship between the material and the spiritual, the sacred and the profane. The book examines how a variety of agents - religious ins