

1. Record Nr.	UNINA9910462483603321
Autore	Gabriel Rami
Titolo	Why I buy [[electronic resource]] : self, taste, and consumer society in America // Rami Gabriel
Pubbl/distr/stampa	Bristol, : Intellect, 2013
ISBN	1-84150-777-6
Descrizione fisica	1 online resource (174 p.)
Disciplina	339.47 339.470973 381.30973
Soggetti	Consumption (Economics) - United States - History Consumers - United States - History 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; Copyright; Dedication; Table of Contents; Acknowledgments; Introduction: My Self and Consumer Society; Chapter 1: Dualism: What I Really Am; Chapter 2: Individualism: The Liberal Dream of the Rugged Individualist; Chapter 3: Expressivism: I Sing Myself; Chapter 4: Consumer Society; Chapter 5: Advertisements: Representations of the Self; Chapter 6: The Rest of the World: An Empirical Test; Conclusion: What Next?; Bibliography; Appendix; Index; Back Cover
Sommario/riassunto	This is a book about the relationship between the self and consumer society in America. There are many books and articles that explain consumerism in the twentieth century. through politics, economics, and sociology. Th is book is about both the psychological roots of consumer society in the self-why we buy-and the reciprocal influences between self and society. Why I buy explains how consumption came to imbue social and personal life and value. By exploring the relationship between oue individual needs and our institutions, Gabriel shows how many of the difficulties faced by our shared social