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Collana	Consumption and Public Life
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Nota di contenuto	Intro -- Acknowledgments -- Contents -- List of Figures -- List of Tables -- 1: Introduction: Consumption, Societal Transformations and Everyday Life in Vietnam -- Consumption, Change and Continuity -- Social Practices, Everyday Geographies and Political Economy: Doing Consumption Research in Vietnam -- Outline of the Book -- References -- 2: Consumption Transformed: ôi M'i, New Middle Classes and the Construction of Consumer Socialism -- Consuming i Mi1 -- The Socialist Market Economy and the Creation of New Middle Classes -- Constructing Consumer Socialism -- The Socialist Consumer Revolution -- Conflicted Consumerism -- Conclusion -- References -- 3: Reflexive Individuals and the Political Economy of Everyday Practices: Theorising Consumption and Capitalist Development -- Challenging Practice Theory: Consumers, Culture and the Political Economy of Practices -- Consumers as Reflexive Individuals -- Culture and Practice -- The Political Economy of Practices -- Practices and the Political Economy of Development: Concluding Discussion -- References -- 4: Wheels of Change: Motorbikes, Cars and Capitalism -- Driving i Mi: Contextual and Theoretical Starting Points -- Theorising Automobility and Moto-Mobility -- 'Motorbike Ethnography' -- Hanoi on Wheels: The System of Moto-Mobility and Its Everyday Geography -- Driving in the System of Moto-Mobility -- The Particularities of Hanoi's Moto-Mobile Streetscapes -- Mundane Mobilities and Their Moorings -- Emerging Automobility -- Mobile

Distinction -- Italian Luxury -- Success on Four Wheels -- Better Service, Higher Bribes -- The Car as a Business Strategy -- Bringing Success to the quê -- Mobile Pragmatism and Conspicuous Immobility -- Conspicuous Luck -- Normalising Automobility: Cars, Capitalism, and Socio-Politically Embedded Mobility -- Between the Exceptional and the Expected.

Conclusion -- References -- 5: Food Transformations, Food Cultures and Food Practices in the Socialist Market Economy --

i Mói's Foodscape Transformations -- Practices, Culture and Foodscapes -- Eating Out