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Nota di contenuto	Cover; Gender, Culture, and Consumer Behavior; Copyright; Contents; Preface; Acknowledgments; About the Editors; About the Contributors; Section I: Feminist Theory and Discourses; Chapter 1. Construction of Consumer Vulnerability by Gender and Ethics of Empowerment; Introduction; Constructing Gender and Power; Constructing the Vulnerable Woman; Dialogic Ethics of Consumer Vulnerability; Conclusion: An Ethics of Empowerment; References; Chapter 2. "The Creation of Inspired Lives": Female Fan Engagement With the Twilight Saga; Introduction; Field Site; Data and Methodology; Findings ConclusionNote; References; Section II: Media, Advertising, and Gender; Chapter 3. The Carnal Feminine: Consuming Representations of Womanhood in a Contemporary edia Text; Introduction; The Carnal Feminine; Feminism and the Carnal Feminine; Sex and the City as a Woman's Genre; Analysis; Discussion; References; Chapter 4. Climbing the Ladder or Chasing a Dream? Men's Responses to Idealized Portrayals of Masculinity in Advertising; Introduction; Literature

Review; Method; Findings; Implications; Appendix A: Biographical Information of Informants; References

Chapter 5. Is the Selectivity Hypothesis Still Relevant? A Review of Gendered Persuasion and Processing of Advertising MessagesIntroduction; Sex and Gender: Are They the Same?; The Selectivity Hypothesis Model; Limitations and Future Research; References; Chapter 6. Gender and Media Literacy: Women and Men Try On Responses to Objectification in Fashion Advertising; Introduction; Review of the Literature; Method; Findings and Discussion; Conclusions; References; Section III: Gender, Culture, and the Market; Chapter 7. Viewing Gender as a Value-Creative Resource; Introduction; Background

Employing Gender Capital in Value Cocreation PracticesDiscussion; Summary; References; Chapter 8. Lived Consumer Bodies: Narcissism, Bodily Discourse, and Women's Pursuit of the Body Beautiful; Introduction; Narcissism and Self; Academic Perspectives on the Body; Gym Bodies-The Study; Findings; Discussion; Concluding Comments; References; Chapter 9. scalated Expectations and Expanded Gender Roles: Women's Gift-Giving Rituals for and Resistance to Valentine's Day Events; Introduction; Contextual and Conceptual Foundations; Methods; Findings; Contributions.to.Theory; Discussion; Note ReferencesSection IV: Masculine Discourses; Chapter 10. Masculinity and Fashion; Introduction; Literature Review: A Brief Introduction to Men's Fashion; Empirical Case: Speaking of Socks; Method; Discussion; Notes; References; Chapter 11. The.Rise of (Soushokukei Danshi) Masculinity and Consumption in Contemporary Japan; Introduction; Soushokukei Danshi Consumption Practices; Scholarly Importance of Soushokukei Danshi; Methodology; Findings; Discussion; Conclusion and Limitations; References; Chapter 12. Masculinity, Intimacy, and Consumption; Introduction; Gender and the Male-Female Couple Intimacy

## Sommario/riassunto

"When considering how we should introduce this volume, we reflected on our own lives as women who both grew up in America, but whose heritages are distinct. We are both daughters of male liberal arts professors who provided most of the family income, while our mothers focused on child-rearing and community activities, as well as by-choice educational pursuits and forays into the working world. Linda is a first-generation American whose parents emigrated to the U.S. in 1970. Cele's ancestors were early U.S. settlers whose families relied on hard work and the G.I. Bill to fend off blows dealt by the Depression. We decided to offer examples of how gender, culture and consumption intersect in memories that demonstrate the dramatic and dynamic changes in these three areas over our lifetimes"--