

1. Record Nr.	UNINA9910782445403321
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Titolo	Identifying consumption [[electronic resource]] : subjects and objects in consumer society // Robert G. Dunn
Pubbl/distr/stampa	Philadelphia, : Temple University Press, 2008
ISBN	1-281-97330-0 1-59213-871-3 9786611973308
Descrizione fisica	1 online resource (248 p.)
Disciplina	306.3
Soggetti	Consumption (Economics) - Social aspects Identity (Psychology)
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	Contents; Acknowledgements; Introduction; Part I-Commodities, Objects, the Subject; Chapter 1 The Triumph of the Commodity: Theoretical Lineages; Chapter 2 Culturalizing Consumption; Chapter 3 The Subjectivity of Consumption; Part II-Lifestyle, Status, Identity; Chapter 4 The Social Relations of Consumption; Chapter 5 The Identity of Consumption; Conclusion; Notes; References; Index
Sommario/riassunto	Identifying Consumption illustrates how an individual's buying habits are shaped by the dynamics of the consumer marketplace-and thus how consumption and identity inform each other. Robert Dunn brings together the various theories of spending and develops a mode of analysis concentrating on the individual subjectivity of consumption. By doing so, he addresses how we spend and its relationship with status and lifestyle. Dunn provides a comprehensive guide to the study of modern consumer behavior before summarizing and critiquing the major theories of consumption. At this j