

1. Record Nr.	UNINA9910784431603321
Autore	Stearns Peter N
Titolo	Consumerism in world history [[electronic resource]] : the global transformation of desire // Peter N. Stearns
Pubbl/distr/stampa	New York ; ; London, : Routledge, 2006
ISBN	1-134-15677-4 1-280-47837-3 9786610478378 0-203-96988-X
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (177 p.)
Collana	Themes in world history
Disciplina	306.3 339.47
Soggetti	Consumption (Economics) Economic history
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: 2001.
Nota di contenuto	Book Cover; Contents; Preface; Acknowledgments; 1 Before modern consumerism; PART I The emergence of consumerism in the West; 2 The emergence of consumerism; 3 The first causes of consumerism; 4 Consumerism across the Atlantic: an early imita; 5 The explosion of consumerism in Western Europe and the United States; 6 The dark side of Western consumerism; PART II Consumerism goes global; 7 Consumerism in Russia; 8 Consumerism in East Asia; 9 Consumerism in Latin Amer; 10 Consumerism in Africa; 11 Consumerism in the Islamic Middle East; PART III Consumerism toward the new century 12 Consumerism in the contemporary world13 Conclusion: who wins - consumerism or consumers?; Index
Sommario/riassunto	This second edition of Consumerism in World History draws on recent research of the consumer experience in the West and Japan, while also examining societies less renowned for consumerism, such as those in Africa.By relating consumerism to other issues in world history, this book forces reassessment of our understanding of both consumerism and global history. Each chapter has been updated and new features now include:a chapter on Latin AmericaRussian and Chinese

developments since the 1990s the changes involved in trying to bolster
consumerism as
