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Altri autori (Persone)	MaclaranPauline RinalloDiego <1973-> ScottLinda M
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Nota di contenuto	pt. I. Marketers' sacralisation of the mundane -- pt. II. Consumers' search for spiritual meanings in consumption of the mundane -- pt. III. The commodification of the spiritual -- pt. IV. The consumption of spiritual goods -- pt. V. Issues of method and representation.
Sommario/riassunto	This book sheds light on the consumption of spiritual products, services, experiences, and places through state-of-the-art studies by leading and emerging scholars in interpretive consumer research, marketing, sociology, anthropology, cultural, and religious studies. The collection brings together fresh views and scholarship on a cultural tension that is at the centre of the lives of countless individuals living in postmodern societies: the relationship between the material and the spiritual, the sacred and the profane. The book examines how a variety of agents - religious ins