

1. Record Nr.	UNINA9910791853403321
Titolo	Beyond the consumption bubble // edited by Karin M. Ekstrom and Kay Glans
Pubbl/distr/stampa	New York : , : Routledge, , 2011
ISBN	1-136-85944-6 1-136-85945-4 1-283-04243-6 9786613042439 0-203-83586-7
Descrizione fisica	1 online resource (275 p.)
Collana	Routledge interpretive marketing research ; ; 13
Altri autori (Persone)	EkstromKarin M GlansKay <1951->
Disciplina	339.4/7
Soggetti	Consumption (Economics) Consumption (Economics) - Social aspects
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	pt. 1. Editor's introduction -- pt. 2. A changing society -- pt. 3. Changing consumer roles -- pt. 4. The consumption bubble and beyond?
Sommario/riassunto	Research on consumption can shed light on many fundamental questions, such as the character of society, including social and cultural dimensions; the relations between the generations; dependency on technology and the risks involved; the rise of Asia and its potential consumption preferences; the question of whether we must continuously increase our consumption to avoid a recession and whether this is ecologically sustainable. In the field of consumption research there is need for analytical rigor based on theory and empirical evidence as well as discussions that will inspire readers to ask