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   Sommario/riassunto   In Consumers and Citizens, Nestor Garcia Canclini, the best-known and most innovative cultural studies scholar in Latin America, maps the critical effects of urban sprawl and global media and commodity markets on citizens-and shows at the same time that the complex results mean not only a shrinkage of certain traditional rights (particularly those of the welfare or client state) but also new openings for expanding citizenship. Garcia Canclini focuses on the diverse ways in which democratic societies recognize markets of citizen opinions,