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Sommario/riassunto	This book deals with the impact of the sociocultural environment on body-image in Western consumer culture. Based on McCracken's (1986) meaning-transfer model, the author has created a body-image meaning-transfer (BIMT) model. It suggests how cultural discourse and interactions can shape individual consumers' understanding of socially 'good' and 'bad' bodies. It emphasizes the notable impact of mainstream advertising, media, and celebrity culture that commonly

promote a thin-and-muscular beauty-ideal, and the process of normalization which implies feelings of guilt, anxiety, public observation
