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Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	'Consumer Culture, Modernity and Identity' offers analysis of articulation of consumer culture and modernity in everyday lives of people in a transnational framework. It pursues three broad themes: lifestyle and construction of modern identity; fashion and identity; and subaltern concerns and moral subjectivities. It juxtaposes empirical studies with theoretical traditions in addressing questions such as: How do people imagine modernity and identity in consumer culture? What does modernity or 'being modern' mean to people in different societies? Are modernity and tradition antithetical to or develop an interface with each other?