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Autore	McDonald Matthew
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Sommario/riassunto	Social Psychology and Theories of Consumer Culture: A Political Economy Perspective presents a critical analysis of the leading positions in social psychology from the perspective of classical and contemporary theories of consumer culture. The analysis seeks to expand social psychological theory by focusing on the interface between modern western culture (consumer culture) and social behaviour. ?McDonald and Wearing argue that if social psychology is to play a meaningful role in solving some of society's most pressing problems (e.g. global warming, obesity, addiction, aliena