

Culture and Consumption: New Approaches to the Symbolic Character of Consumer Goods and Activities (Midland Book)

Grant David McCracken

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- "McCracken's book is a fine synthesis of a new current of thought that strives to create an interdisciplinary social science of consumption behaviors, a current to which folklorists have much to contribute." ?Journal of American Folklore

This provocative book takes a refreshing new view of the culture of consumption. McCracken examines the interplay of culture and consumer behavior from the anthropologist's point of view and provides new insights into the way we view ourselves and our society.

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