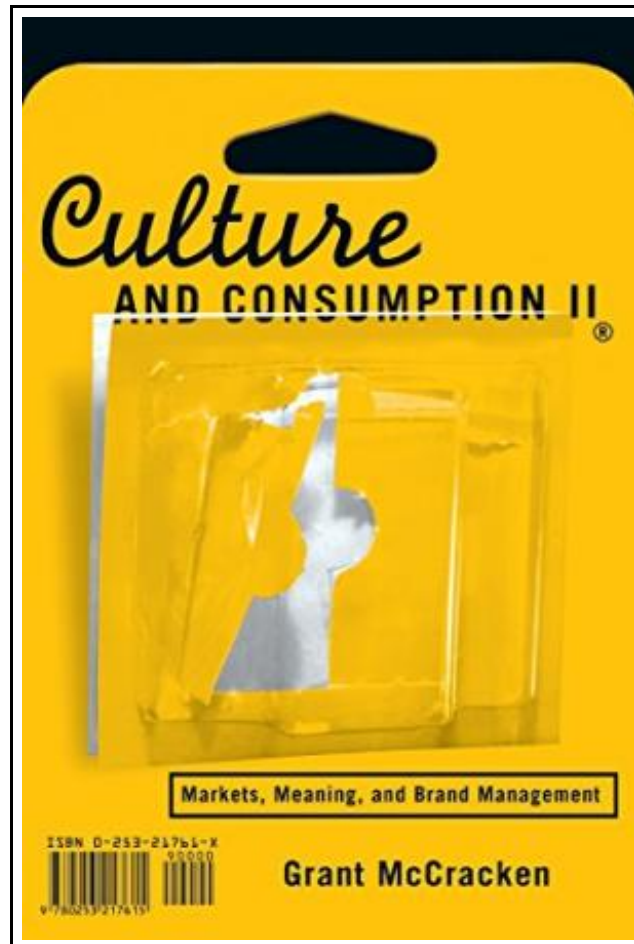


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Indiana University Press. Paperback. Condition: New. 240 pages. Dimensions: 9.1in. x 6.1in. x 0.6in. A follow-up to Grant McCrackens groundbreaking *Culture and Consumption*, this new book trades the usual platitudes about the consumer society for a more detailed, exacting anthropological treatment. Each section of the book pairs a brief essay with an academic article. The essay is designed for a quick, provocative glimpse of the topic; the article provides a deeper anthropological treatment. The book opens with a broadside against the now thoroughly conventionalized attack on the consumer culture. Essays follow on homes, cars, people, and social mobility; celebrities, consumerism, and self-invention; museums and the power of objects; the anthropology of advertising; and marketing, meaning management, and value. Like McCrackens previous volume, this new book is an engaging, informative, and eye-opening foray into modern consumer culture. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.



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