



Consumer Culture: History, Theory and Politics

Roberta Sassatelli

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Showing the cultural and institutional processes that have brought the notion of the 'consumer' to life, this book guides the reader on a comprehensive journey through the history of how we have come to understand ourselves as consumers in a consumer society and reveals the profound ambiguities and ambivalences inherent within. Rooted in sociology, Roberta Sassatelli also draws on history, anthropology, geography, and economics to give an exemplary introduction to the history and theory of consumer culture.

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