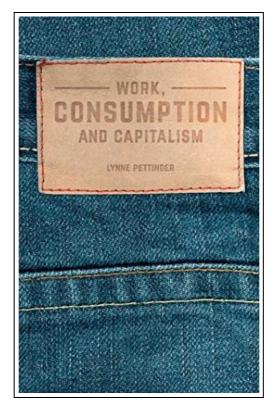
# Work, Consumption and Capitalism (Hardback)



Filesize: 9.33 MB

# Reviews

An extremely great ebook with perfect and lucid answers. This is certainly for anyone who statte that there was not a well worth looking at. Its been designed in an exceptionally simple way and is particularly only soon after i finished reading through this ebook in which actually transformed me, modify the way in my opinion.

(Libbie Farrell)

# WORK, CONSUMPTION AND CAPITALISM (HARDBACK)



Palgrave MacMillan, United Kingdom, 2015. Hardback. Condition: New. 1st ed. 2016. Language: English. Brand New Book. Sonic branding, guerrilla marketing, celebrity endorsements, customer service excellence and multi-channel advertising are just some of the popular sales techniques that currently promote consumerism in contemporary capitalism. Considerable energy is devoted to encouraging consumers to desire new fashions, to celebrate good design, to have feelings for brands and to immerse themselves in sensory experiences, without worrying about the ethics of their practices. Work, Consumption and Capitalism looks at how consumption is produced by focusing on the multiple kinds of work that make consumption possible, from advertising creatives to fashion designers, from self-service checkouts to the hippest barista in the coolest coffee shop. The text encourages students to consider the place of consumerism in global capitalism to develop their own answers to the question: How is consumption made possible? This wide-ranging study of the relations between work, consumption and capitalism draws on interdisciplinary research in cultural and economic sociology, history, marketing studies and cultural studies. With research tasks and discussion questions at the end of each chapter and case studies throughout, it stands as an accessible introduction for students of Sociology, Business and Management, Media and Communication, Cultural Policy and Cultural Studies. Listen to a podcast about the book.



Read Work, Consumption and Capitalism (Hardback) Online

Download PDF Work, Consumption and Capitalism (Hardback)

## Other Books



# Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!

Harriman House Publishing. Paperback. Book Condition: new. BRAND NEW, Millionaire Mumpreneurs: How Successful Mums Made a Million Online and How You Can Do it Too!, Mel McGee, Inspiring stories from some of the world's most...

Read ePub »



## It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

Read ePub »



#### Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Oxford University Press, United Kingdom, 2016. Paperback. Book Condition: New. Tim Archbold (illustrator). 211 x 101 mm. Language: N/A. Brand New Book. These engaging Storybooks provide structured practice for children learning to read the Read... Read ePub »



## You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most

Sourcebooks, Inc. Paperback / softback. Book Condition: new. BRAND NEW, You Shouldn't Have to Say Goodbye: It's Hard Losing the Person You Love the Most, Patricia Hermes, Thirteen-year-old Sarah Morrow doesn't think much of the...

Read ePub »



#### Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Twitter Marketing Workbook 2016 Learn how to market your... Read ePub »