Ekström / Glans

Beyond the Consumption Bubble

Research on consumption can shed light on many fundamental questions, such as the character of society, including social and cultural dimensions; the relations between the generations; dependency on technology and the risks involved; the rise of Asia and its potential consumption preferences; the question of whether we must continuously increase our consumption to avoid a recession and whether this is ecologically sustainable. In the field of consumption research there is need for analytical rigor based on theory and empirical evidence as well as discussions that will inspire readers to ask important questions regarding future development. The contributors to this innovative volume are scholars and experts in the field of consumption representing a variety of disciplines such as anthropology, economics, history, marketing, political science, and sociology. This book not only provides readers with a nuanced picture of consumption, but intends to enrich and sharpen the general debate about society today.

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