## Contents

Structure of the book  PART I THE RISE OF CONSUMER CULTURE  1 Capitalism and the Consumer Revolution Consumption, production and exchange The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5 THEORIES OF CONSUMER AGENCY  5 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	Acknowledgements	vii
Structure of the book  PART I THE RISE OF CONSUMER CULTURE  1 Capitalism and the Consumer Revolution Consumption, production and exchange The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5 THEORIES OF CONSUMER AGENCY  5 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	Introduction: Born to consume	i
1 Capitalism and the Consumer Revolution Consumption, production and exchange The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  50  PART II THEORIES OF CONSUMER AGENCY  5 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	Structure of the book	6
1 Capitalism and the Consumer Revolution Consumption, production and exchange The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  50  PART II THEORIES OF CONSUMER AGENCY  5 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance		
Consumption, production and exchange The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5  PART II THEORIES OF CONSUMER AGENCY  5  Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	PART I THE RISE OF CONSUMER CULTURE	9
The genesis of consumer capitalism From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5  PART II THEORIES OF CONSUMER AGENCY  5  3 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	1 Capitalism and the Consumer Revolution	13
From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5  PART II THEORIES OF CONSUMER AGENCY  5  3 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	Consumption, production and exchange	13
From courts to cities, from luxuries to fashion Summary  2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  5  PART II THEORIES OF CONSUMER AGENCY  5  3 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	The genesis of consumer capitalism	20
2 The Cultural Production of Economic Value Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  50  PART II THEORIES OF CONSUMER AGENCY  5 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  7 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance		25
Commodity flows, knowledge flows The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  PART II THEORIES OF CONSUMER AGENCY  Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance		30
The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  PART II THEORIES OF CONSUMER AGENCY  Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	2 The Cultural Production of Economic Value	32
The invention of the consumer and the cultural trajectories of goods Consumer society as historical type Summary  PART II THEORIES OF CONSUMER AGENCY  Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance	Commodity flows, knowledge flows	32
trajectories of goods Consumer society as historical type Summary  PART II THEORIES OF CONSUMER AGENCY  Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  3 3 3 3 3 3 3 4 4 7 4 7 7 7 7 7 7 7 7		
Consumer society as historical type Summary  PART II THEORIES OF CONSUMER AGENCY  3 Utility and Social Competition The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  7		35
Summary 5  PART II THEORIES OF CONSUMER AGENCY 5  3 Utility and Social Competition 5 The sovereign consumer 5 The limits of economic rationality 6 Fashion, style and conspicuous consumption 6 Beyond emulation 6 Summary 7  4 Needs, Manipulation and Simulation 7 From commodity fetishism to critical theory 7 Nature, authenticity and resistance 7		41
3 Utility and Social Competition 5 The sovereign consumer 5 The limits of economic rationality 6 Fashion, style and conspicuous consumption 6 Beyond emulation 6 Summary 7  4 Needs, Manipulation and Simulation 7 From commodity fetishism to critical theory 7 Nature, authenticity and resistance 7		50
The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	PART II THEORIES OF CONSUMER AGENCY	53
The sovereign consumer The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  5 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	3 Utility and Social Competition	57
The limits of economic rationality Fashion, style and conspicuous consumption Beyond emulation Summary  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  6 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7		57
Fashion, style and conspicuous consumption Beyond emulation Summary  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance  7		60
Beyond emulation 6 Summary 7  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance 7		64
Summary 7.  4 Needs, Manipulation and Simulation From commodity fetishism to critical theory Nature, authenticity and resistance 7.		69
From commodity fetishism to critical theory Nature, authenticity and resistance 7	Summary	72
From commodity fetishism to critical theory Nature, authenticity and resistance 7	4 Needs, Manipulation and Simulation	74
Nature, authenticity and resistance 7		74
		78
rostilloderii pessittisiii	Postmodern pessimism	82
		84
		88

5	Taste, Identity and Practices	91
	Taste and distinction	92
	Cultural classification and identity	98
	Appropriating commodities	101
	Ambivalence and practice	106
	Summary	109
PA	ART III THE POLITICS OF CONSUMPTION	113
6	Representations and Consumerism	117
	The anti-consumerist rhetoric and the apology of consumption	118
	Advertising cultures and their languages	125
	Ideology, social differences and consumerism	131
	Summary	136
7	Commodities and Consumers	139
	Commoditization and de-commoditization	140
	Goods, values and the boundaries of commoditization	147
	The normalization of consumption	154
	Summary	160
8	Contexts of Consumption	163
	Leisure, commercial institutions and public places	164
	The home, the commercialization of feelings and	170
	cultural consumption	170
	Localized consumption in McDonaldized settings	174 182
	Alternative consumption and social movements	190
	Summary	190
E	pilogue: Consumers, Consumer Culture(s) and the Practices of Consumption	193
Fu	urther Reading and Resources	199
R	eferences	204
In	ndex	230