

CONTENTS IN BRIEF

<i>A Guide to Sociological Concepts and Methods Covered</i>	xix
<i>Preface: For Instructors</i>	xxi
<i>Preface: For Students</i>	xxix
<i>Acknowledgments</i>	xxxiii
 1. A Day in the Life of Your Jeans: Using Our Stuff to Discover Sociology	 1
 PART I	 10
Surviving (and Thriving) in Consumer Culture	31
2. You Are What You Eat: Culture, Norms, and Values	33
3. Fast-Food Blues: Work in a Global Economy	59
4. Coffee: Class, Distinction, and “Good” Taste	93
 PART II	 29
Fitting in: Being Part of the Group	127
5. Shopping Lessons: Consuming Social Order	129
6. Get in the Game: Race, Merit, and Group Boundaries	173
7. Barbies and Monster Trucks: Socialization and “Doing Gender”	213
8. Dreaming of a White Wedding: Marriage, Family, and Heteronormativity	249
9. I <3 My Phone: Technology and Social Networks	287

PART III

Standing Out: Individuals Negotiating the Social World 323

10. Branding Your Unique Identity™: Consumer Culture and the Social Self 325

11. Looking Good: Ideology, Intersectionality, and the Beauty Industry 357

12. What's on Your Playlist? Subcultures, Racism, and Cultural Appropriation 391

13. Our Love–Hate Relationship With the Car: Masculinity, Industry, and Environmental Sustainability 431

Appendix: Advertising and Society: An Overview of Sociological Methods 475

References 499

Glossary 553

Index 567

