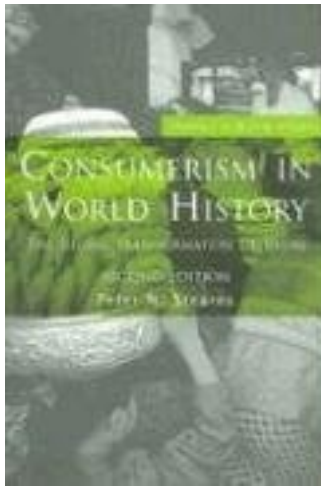


# Consumerism in World History



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著者:Peter Stearns

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The desire to acquire luxury goods and leisure services is a basic force in modern life. *Consumerism in World History* explores both the historical origins and world-wide appeal of this relatively modern phenomenon. By relating consumerism to other issues in world history, this book forces reassessment of our understanding of both consumerism and global history.

This second edition of *Consumerism in World History* draws on recent research of the consumer experience in the West and Japan, while also examining societies less renowned for consumerism, such as Africa. Every chapter has been updated and new features include:

- A new chapter on Latin America
- Russian and Chinese developments since the 1990s

- the changes involved in trying to bolster consumerism as a response to recent international threats
- examples of consumerist syncretism, as in efforts to blend beauty contests with traditional culture in Kerala.

With updated suggested reading, the second edition of Consumerism in World History is essential reading for all students of world history.

作者介绍:

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## 标签

社会

经济史

历史

society

social

ideology,

culture

consumerism,

## 评论

easy to understand

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反泛读课...

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书评

消费理念的不同是受很多因素影响的，作为消费天堂的上海，有钱一族与贫穷一族在面对同一必需品时可能会有不同的顾虑。基于大城市里引领潮流的精英品味，服饰时尚定期更新着，其他领域也有创新，但受传统标准规范的宫廷服饰却没有变化，许多家具模式也是，包括建筑本身，都彰显...

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