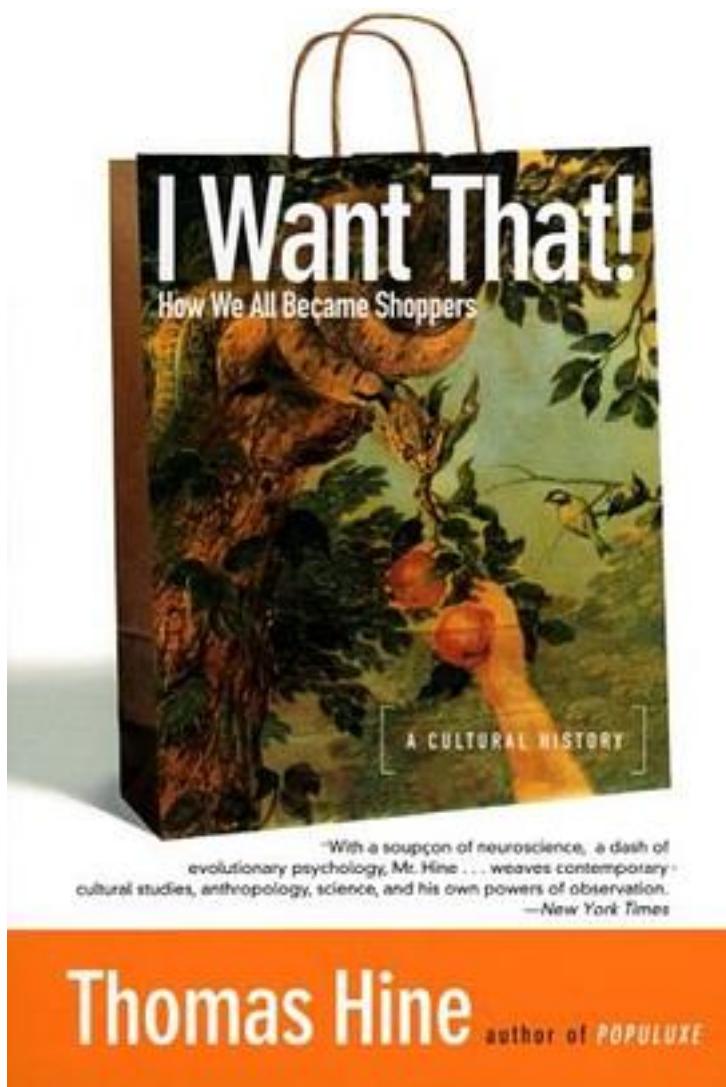


# I Want That



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出版者:Harpercollins

出版时间:2003-10

装帧:Pap

isbn:9780060959838

Shopping has a lot in common with sex.

Just about everybody does it.

Some people brag about how well they do it.

Some keep it a secret.

And both provide ample opportunities

to make foolish choices. Choosing and using objects is a primal human activity, and *I Want That!* is nothing less than a portrait of humanity as the species that shops. It explores the history of acquisition -- finding, choosing, spending -- from our amber-coveting Neolithic forebears to Renaissance nobles who outfitted themselves for power to twenty-first-century bargain hunters looking for a good buy on eBay. *I Want That!* explores the minds of shoppers in the quest to nourish and feed fantasies, to define individuality, to provide for family, and to satisfy the needs for celebration, power, and choice -- all of which lead us to malls, boutiques, websites, and superstores.

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