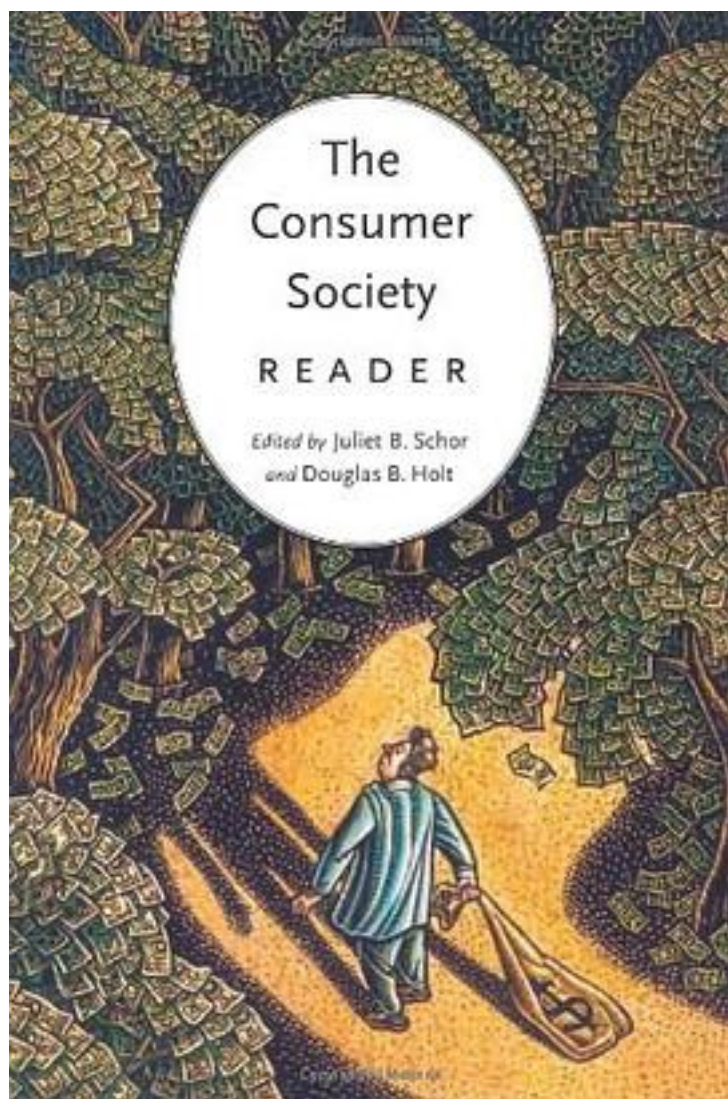# The Consumer Society Reader

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著者:Schor, Juliet (EDT)/ Holt, D. B. (EDT)

出版者:W W Norton & Co Inc

出版时间:2000-8-1

装帧:Paperback

isbn:9781565845985

Schor (economics of leisure studies, Tilburg Univ., Netherlands) and Holt (advertising and sociology, Univ. of Illinois) have collected an impressive array of articles treating the multifarious aspects of consumer society. The anthology gathers classic essays by Theodor W. Adorno, Max Horkheimer, John Kenneth Galbraith, Stuart Ewen, Pierre Bourdieu, and other familiar critics of consumption and supplements them with newer, lesser-known works. Topics range from Barry Manilow fan clubs and black Barbie dolls to Italian scooters and adman Bill Bernbach's groundbreaking publicity campaign for Volkswagon in the early Sixties. The result is a rich, complex portrait of commodity consumption in the United States and other parts of the Western world. In the end, the anthology lets the reader decide: does society empower consumers to purchase things that will increase their sense of well-being and individuality, or have we become slaves to global capitalism, buying things we do not need and in the process destroying the planet with our wasteful habits? Recommended for academic and larger public libraries. (Introduction not seen.)DAndrew Brodie Smith, Martin Luther King Jr. Memorial Lib., Washington, DC

作者介绍:

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标签

社會

商業

sociology

課本

英语

消费

哲學

傳播學

评论

If only there is no Adorno!!!

雖然比較生澀難懂，但一學期下來真的收穫良多。看完這本書后看到陳冠希那集《大學生了沒》，只覺得台灣那些所謂很"潮"的大學生怎麼如此幼稚。

高中同学赠书，这是社会学范畴读本但我一直当成研究工具书。最近读了一点文传文娱行业的资料，挑了书里3章要分享给研究员。恰好朋友抽空给我讲了韩国三大娱乐公司模式，思路打开了。文娱是个可选消费品，消费者基本的profile如何？相貌出众综合条件好的生活丰富饱满不太可能app征友更不屑仰视明星了；头脑聪慧的沉潜学海钻研技艺创造社会价值；心性成熟人格健全的踏实埋头做事情；家庭有点根基和文化资本的孩子，性启蒙不太可能是文娱明星精神世界的构建不会囿于几部电影。那么对着明星ins花痴颜才财drooling的群体，他们的社会化生存状态不言自明了。做entertianment management如何出品一套carefully-orchestrated strategy to maximize ROI呢？

雖然比較生澀難懂，但一學期下來真的收穫良多。

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书评

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