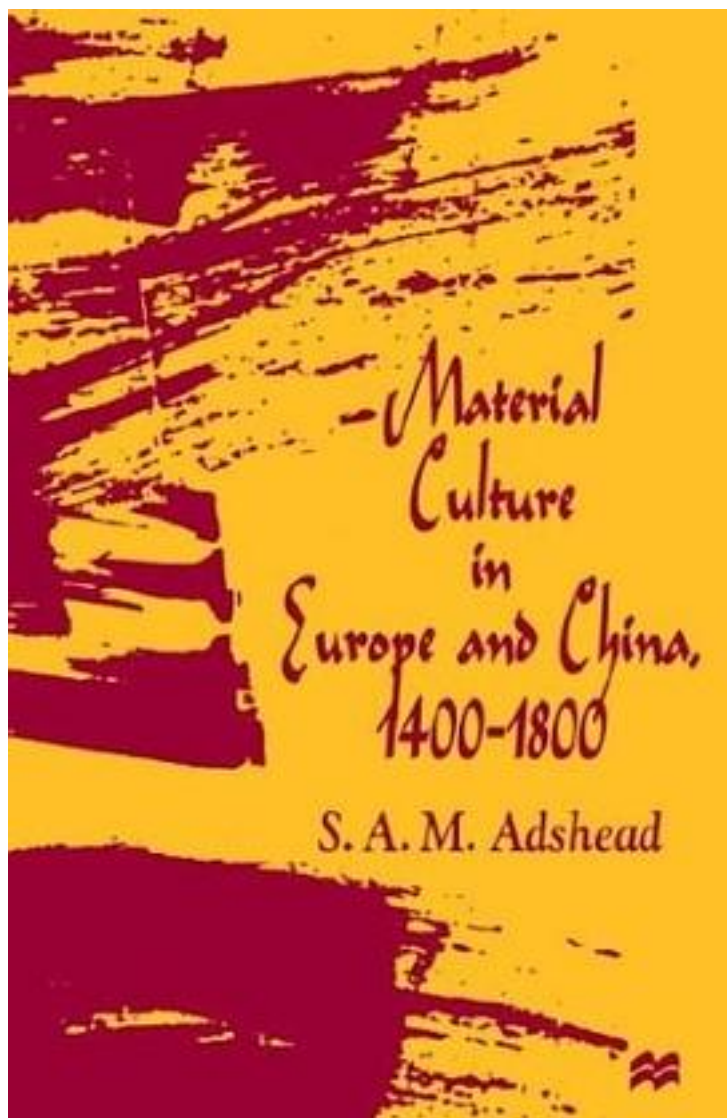


Material Culture in Europe and China, 1400-1800



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Consumerism is increasingly recognized as a key factor in the modern world. The global economy, it has been said, is driven as much by taste as technology. Yet consumerism has seldom been studied as a global overlay or incipient world institution. Adshead argues that consumerism began in an interaction between Europe and China during the Great Discoveries. A comparison of its subsequent development in both west and east highlights both the unity and the diversity of consumerism. What are presented here are less the details of consumption than the patterns of it, and the reasons, conscious and unconscious, for them.

作者介绍:

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