Contents

Acknowledgement Introduction: What is Consumer Culture?		vi
		1
1	Material Culture and Consumer Culture	9
2	Exchanging Things: The Economy and Culture	32
3	Objects, Subjects and Signs	56
4	Capital, Class and Consumer Culture	80
5	Circuits of Culture and Economy: Gender, Race and	
	Reflexivity	108
6	•	137
7	Consuming Ethics, or What Goes Around, Comes	
	Around	165
8	Consumer Culture, Identity and Politics: When Are	
	You (Not) a Consumer?	191
Bibliography		216
Index		233