## **CONTENTS**

LIST OF FIGURES	ix
LIST OF TABLES	X
NOTES ON CONTRIBUTORS	xi
INTRODUCTION	
1 Value in Markets Patrik Aspers and Jens Beckert	3
PART I WHAT IS VALUABLE?	
2 Price and Prejudice: On Economics and the Enchantmer (and Disenchantment) of Nature  Marion Fourcade	n <b>t</b> 41
3 What Is the Price of a Scientific Paper? Lucien Karpik	63
4 The Value of Ethics: Monitoring Normative Compliance in Ethical Consumption Markets Peter Gourevitch	e 86
5 The Transcending Power of Goods: Imaginative Value i the Economy Jens Beckert	i <b>n</b> 106
PART II AESTHETIC MARKETS	
6 Symbolic Value and the Establishment of Prices: Global of the Wine Market  Marie-France Garcia-Parpet	lization 131
7 Pricing Looks: Circuits of Value in Fashion Modeling Ma Ashley Mears	arkets 155
8 Damien's Dangerous Idea: Valuing Contemporary Art a Olav Velthuis	t Auction 178
9 Infinite Surprises: On the Stabilization of Value in the Creative Industries  Michael Hutter	201

## **PART III FINANCIAL MARKETS**

10	Forecasting as Valuation: The Role of Ratings and Predictions in the Subprime Mortgage Crisis in the United States Akos Rona-Tas and Stefanie Hiss	223
11	Selling Value in Kenya's Nairobi Stock Exchange Christopher Yenkey	247
12	Coping with Contingencies in Equity Option Markets: The "Rationality" of Pricing Charles W. Smith	272
PA	RT IV ORGANIZATIONS	
13	Valuing Products as Cultural Symbols: A Conceptual Framework and Empirical Illustration Davide Ravasi, Violina Rindova, and Ileana Stigliani	297
PO	STSCRIPT	
14	What's Valuable? David Stark	319
IND	DEX	339