

# TABLE OF CONTENTS

---

<i>List of Illustrations</i>	xi
<i>Notes on Contributors</i>	xiii

1. Introduction	1
FRANK TRENTMANN	

## PART I TRADITIONS

2. Citizen Consumers: The Athenian Democracy and the Origins of Western Consumption	23
JAMES DAVIDSON	
3. Things in Between: Splendour and Excess in Ming China	47
CRAIG CLUNAS	
4. Material Culture in Seventeenth-Century 'Britain': The Matter of Domestic Consumption	64
SARA PENNELL	
5. Africa and the Global Lives of Things	85
JEREMY PRESTHOLDT	

## PART II DYNAMICS AND DIFFUSION

6. Transatlantic Consumption	111
MICHELLE CRAIG McDONALD	
7. The Global Exchange of Food and Drugs	127
FELIPE FERNÁNDEZ-ARMESTO AND BENJAMIN SACKS	
8. From India to the World: Cotton and Fashionability	145
PRASANNAN PARTHASARATHI AND GIORGIO RIELLO	

**PART III RICH AND POOR**

9. Luxury, the Luxury Trades, and the Roots of Industrial Growth:  
A Global Perspective 173  
MAXINE BERG
10. City and Country: Home, Possessions, and Diet, Western  
Europe 1600–1800 192  
DOMINIQUE MARGAIRAZ
11. Standard of Living, Consumption, and Political Economy  
over the Past 500 Years 211  
CAROLE SHAMMAS

**PART IV PLACES OF CONSUMPTION**

12. Sites of Consumption in Early Modern Europe 229  
EVELYN WELCH
13. Public Spaces, Knowledge, and Sociability 251  
BRIAN COWAN
14. Small Shops and Department Stores 267  
HEINZ-GERHARD HAUPT

**PART V TECHNOLOGIES AND PRACTICES**

15. Comfort and Convenience: Temporality and Practice 289  
ELIZABETH SHOVE
16. Consumption of Energy 307  
DAVID E. NYE
17. Waste 326  
JOSHUA GOLDSTEIN
18. Saving and Spending 348  
LENDOL CALDER
19. Eating 376  
ALAN WARDE

---

## PART VI STATE AND CIVIL SOCIETY

20. Consumer Activism, Consumer Regimes, and the Consumer Movement: Rethinking the History of Consumer Politics in the United States 399  
LAWRENCE B. GLICKMAN
21. Consumption and Nationalism: China 418  
KARL GERTH
22. National Socialism and Consumption 433  
S. JONATHAN WIESEN
23. Things under Socialism: The Soviet Experience 451  
SHEILA FITZPATRICK
24. Unexpected Subversions: Modern Colonialism, Globalization, and Commodity Culture 467  
TIMOTHY BURKE
25. Consumption, Consumerism, and Japanese Modernity 485  
ANDREW GORDON
26. Consumer movements 505  
MATTHEW HILTON
27. The Politics of Everyday Life 521  
FRANK TRENTMANN

## PART VII IDENTITIES

28. Status, Lifestyle, and Taste 551  
MIKE SAVAGE
29. Domesticity and Beyond: Gender, Family, and Consumption in Modern Europe 568  
ENRICA ASQUER
30. Children's Consumption in History 585  
DANIEL THOMAS COOK
31. Youth and Consumption 601  
PAOLO CAPUZZO

32. Fashion	618
CHRISTOPHER BREWARD	
33. Self and Body	633
ROBERTA SASSATELLI	
34. Consumption and Well-being	653
AVNER OFFER	
<i>Index</i>	673