CONTENTS

1	Introduction	1
2	College Life and the Local Economy	35
3	Male Consumption and Students' Tastes	63
4	Undergraduate Culture and Male Consumer Behaviour	93
5	The Formation of Spending Habits	129
6	Consumer Credit Traps and Student Consumerism	159
7	Excessive Consumption and Insolvency	197
8	An Emerging Anti-Consumerist Culture?	245
9	Conclusion	271
Appendix: Evolution of Law		281
Bibliography		283

Index of Personalities	311
Index of Tradesmen	315
Index of Students	317