Contents

Series Editor's Preface Preface Introduction		ix xi 1			
			1	Totemic Desires	11
			2	Worshiping a Totem: Emile Durkheim's Theories of Religion	33
3	Locating Religious Dimensions in the History of Advertising	53			
4	The Religious Dimensions of Advertising in the Culture of Consumer Capitalism	101			
5	Refusing to be an Advertisement: Enacting Disruptive Performative Identities against the Religious Dimensions of Advertising	133			
Notes		153			
Bibliography		179			
Index		185			