

Consumer Culture Theory

Research in Consumer Behavior

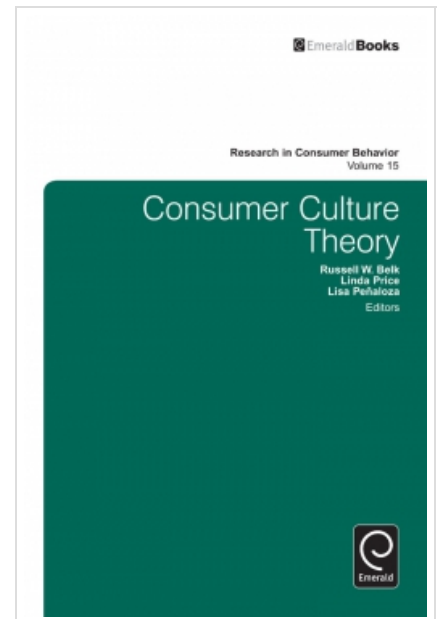
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About the Book

The chapters in this volume have been selected from the best papers presented at the 8th Annual Consumer Culture Theory Conference held at the home of University of Arizona in Tucson, AZ in June 2013. The theme of the conference was Building Community Across Borders. The diverse interpretive research and theory represented in this volume provides the reader with intellectually stimulating opportunities to examine the intersections between a variety of theories and methods that represent the cutting edge in consumer research. These studies draw on an array of qualitative methodologies including ethnography, netnography, narrative and visual analysis, phenomenology, and semiotics. The substantive topics represent crucial issues for our times including understanding and navigating cultural diversity and cultural perspectives on co-creating market value.



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