

Contents

Acknowledgments

vi

/Introduction by Douglas B. Holt and Juliet B. Schor

vii

PART ONE

The Consumer Society Critique

- | | |
|---|----|
| 1. THEODOR W. ADORNO AND MAX HORKHEIMER | 3 |
| The Culture Industry: Enlightenment as Mass Deception | |
| X2. JOHN KENNETH GALBRAITH | 20 |
| The Dependence Effect | |
| 3. BETTY FRIEDAN | 26 |
| The Sexual Sell | |
| X4. STUART EWEN | 47 |
| ... Images Without Bottom ... | |

PART TWO

The Social Organization of Symbols

- | | |
|---|----|
| X5. JEAN BAUDRILLARD | 57 |
| The Ideological Genesis of Needs | |
| X6. ROBERT GOLDMAN AND STEPHEN PAPSON | 81 |
| Advertising in the Age of Accelerated Meaning | |
| X7. SUSAN BORDO | 99 |
| Hunger as Ideology | |

PART THREE

Consumption and Lived Experience

- | | |
|--|-----|
| 8. DICK HEBDIGE | 117 |
| Object as Image: The Italian Scooter Cycle | |
| 9. THOMAS C. O'GUINN | 155 |
| Touching Greatness: The Central Midwest Barry Manilow Fan Club | |

10. JANICE A. RADWAY 169
The Act of Reading the Romance: Escape and Instruction

PART FOUR
Consumption and Social Inequality

- X 11. THORSTEIN VEBLEN 187
Conspicuous Consumption
12. PIERRE BOURDIEU 205
The Aesthetic Sense as the Sense of Distinction
- X 13. DOUGLAS B. HOLT 212
Does Cultural Capital Structure American Consumption?
14. ALEX KOTLOWITZ 253
False Connections
15. ANN DUCILLE 259
Toy Theory: Black Barbie and the Deep Play of Difference

PART FIVE
The Liberatory Dimensions of Consumer Society

16. JAMES TWITCHELL 281
Two Cheers for Materialism
17. ELIZABETH WILSON 291
Feminism and Fashion
18. JOHN FISKE 306
Shopping for Pleasure: Malls, Power, and Resistance

PART SIX
The Tendency of Capitalism to Commodify

- X 19. KARL MARX 331
The Fetishism of the Commodity and Its Secret
- X 20. BELL HOOKS 343
Eating the Other: Desire and Resistance
21. MALCOLM GLADWELL 360
The Coolhunt
22. THOMAS C. FRANK 375
Advertising as Cultural Criticism: Bill Bernbach versus
the Mass Society

PART SEVEN
New Critiques of Consumer Society

23. DUANE ELGIN 397
Voluntary Simplicity and the New Global Challenge

24. KALLE LASN	414
Culture Jamming	
25. ANGELA MCROBBIE	433
A New Kind of Rag Trade?	
26. JULIET B. SCHOR	446
Towards a New Politics of Consumption	
X27. BETSY TAYLOR AND DAVE TILFORD	463
Why Consumption Matters	
X28. FRITHJOF BERGMANN	488
Ecology and New Work: Excess Consumption and the Job System	
<i>Permissions</i>	503
<i>About the Editors</i>	504