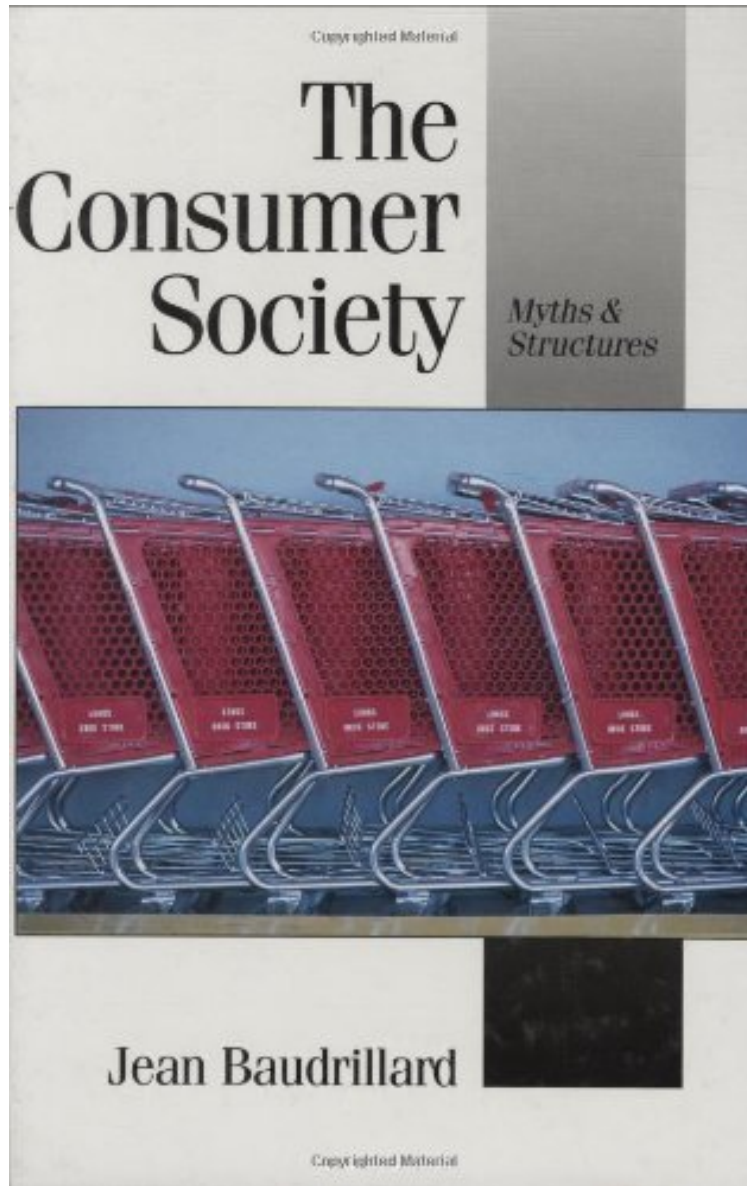


[E-BOOK] The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society)

The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society)

Von Jean Baudrillard
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Von Jean Baudrillard : The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Consumer Society: Myths and Structures (Published in association with Theory, Culture Society):

KundenrezensionenHilfreichste Kundenrezensionen1 von 1 Kunden fanden die folgende Rezension hilfreich. A Classic of Marketing and ConsumptionVon opprjbcjThis book is one of the earliest works of Baudrillard. But it is a classic nevertheless! He analyses the consumption practices of contemporary society and in his peculiar way he gives a fantastic and often surprising view on the subject. Baudrillard as ever is notoriously unorthodox in his comments and ideas. His perspective is sometimes strange and irritating but always logical; what a contradiction! But it's like that.I never read a sociological book which is more enlightening about the underlying mechanisms of consumption or marketing. He is describing densely and binding, a welcome alternative to all boring marketing-business literature.

KurzbeschreibungNow available in English for the first time, Jean Baudrillard's classic text was one of the first to focus on the process and meaning of consumption in contemporary culture. Originally published in 1970, the book still makes a vital contribution to current debates on consumption. Many of the themes which would make Baudrillard famous appear here for the first time. The book includes Baudrillard's most organized discussion of mass media culture, the meaning of leisure and anomie in affluent society. A chapter on the body demonstrates Baudrillard's extraordinary prescience for flagging vital subjects in contemporary culture long before others. This English translation begins with an introductory essay by George Ritzer.PressestimmenThe Consumer Society is the young Baudrillard at his best... a sociological study of the society of consumption of the finest order, this text continues to shed light on the subject and object of consumption, around which contemporary societies are organized' - "Douglas Kellner, University of TexasThe young Baudrillard at his best... a sociological study of the society of consumption of the finest order, this text continues to shed light on the subject and object of consumption, around which contemporary societies are organized.--Douglas KellnerKurzbeschreibungNow available in English for the first time, Jean Baudrillard's classic text was one of the first to focus on the process and meaning of consumption in contemporary culture. Originally published in 1970, the book still makes a vital contribution to current debates on consumption. Many of the themes which would make Baudrillard famous appear here for the first time. The book includes Baudrillard's most organized discussion of mass media culture, the meaning of leisure and anomie in affluent society. A chapter on the body demonstrates Baudrillard's extraordinary prescience for flagging vital subjects in contemporary culture long before others. This English translation begins with an introductory essay by George Ritzer.