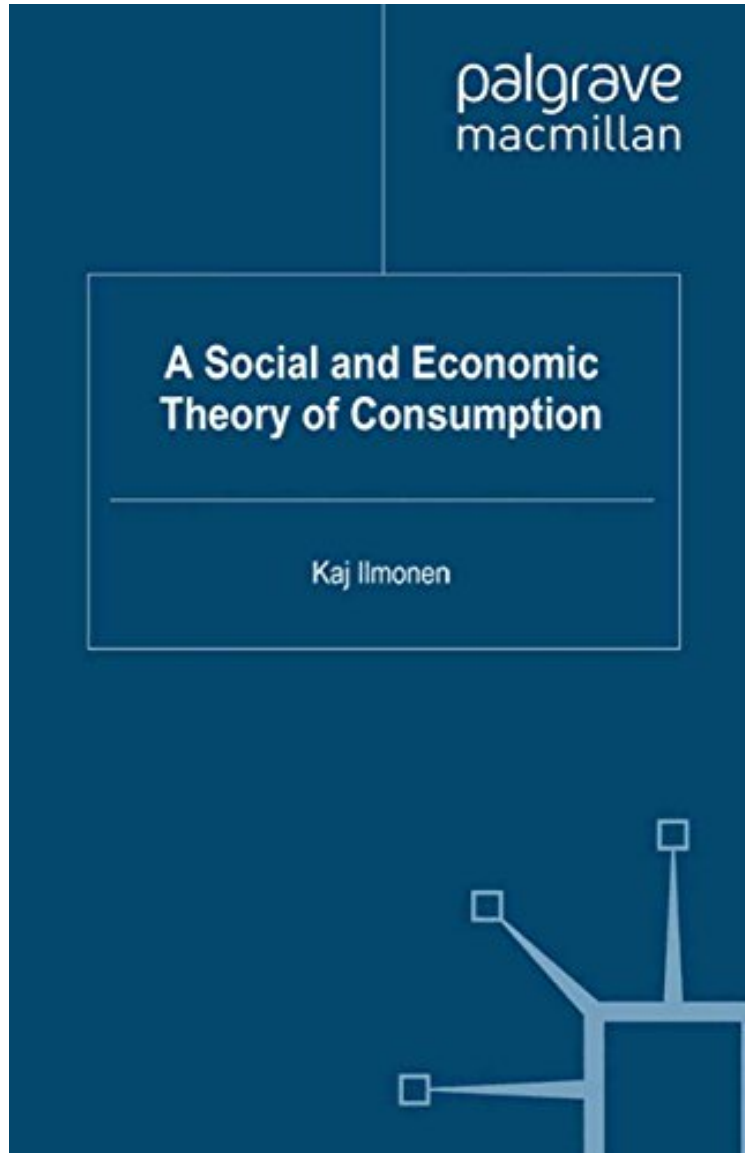


A Social and Economic Theory of Consumption

David Kivinen, Keijo Rahkonen, Jukka Gronow, Arto Noro
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Kaj Ilmonen was a pioneer in the third wave of the sociology of consumption. This book provides a balanced overview of the sociology of consumption, arguing that the enthusiasm of 'the third wave' exaggerated the role of the

symbolic and imaginary at the expense of the materiality of human societies.

About the Author Alan Warde is Professor of Sociology at the University of Manchester.