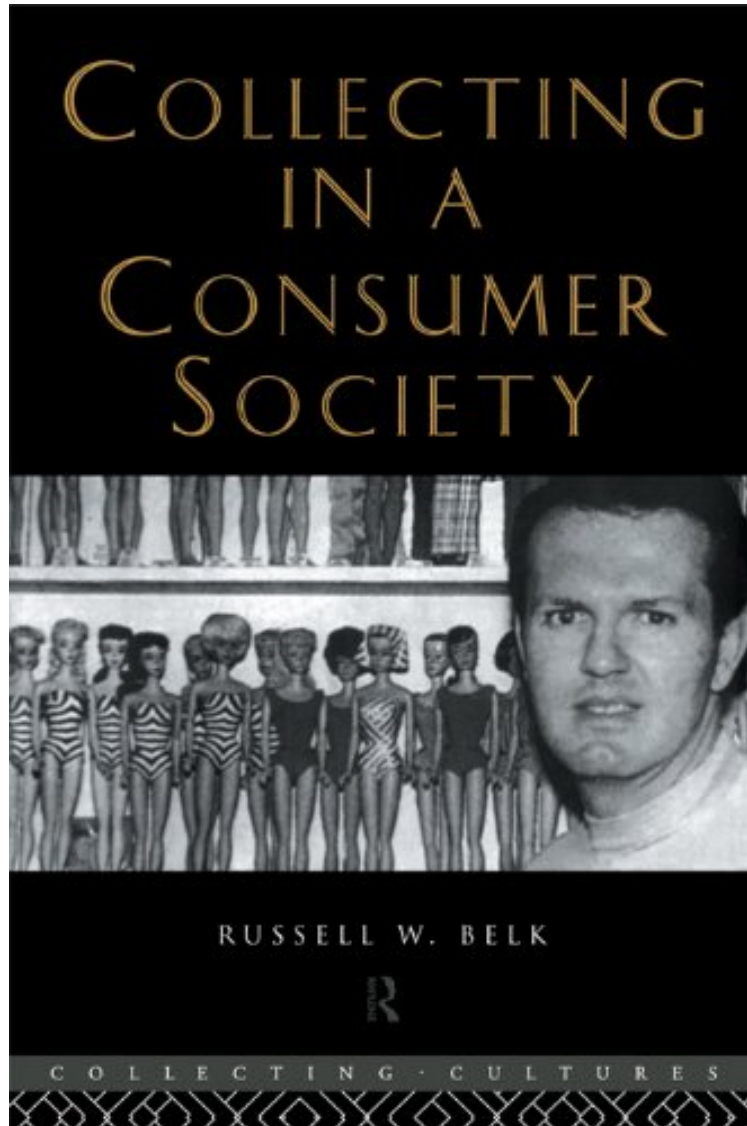


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Collecting in a Consumer Society (Collecting Cultures)

Russell Belk

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Russell Belk : Collecting in a Consumer Society (Collecting Cultures) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Collecting in a Consumer Society (Collecting Cultures):

2 of 2 people found the following review helpful. A thorough synthesis of previous research on collectingBy G. SteirerRussell Belk's *Collecting in a Consumer Society* examines the phenomena of collecting, primarily from an anthropological standpoint. Though it contains a few brief interviews with collectors, it is primarily a work of synthesis, organizing and evaluating other works of scholarship in order to offer a coherent definition of the phenomenon and its significance for modern society. The book contains five chapters:1) The rise of consumer society2) A brief history of collecting3) Individual collectors4) Institutional collectors5) Collecting in a consumer

society: a critical analysis
How useful or enjoyable you will find this book will depend primarily on your familiarity with consumer research and scholarship on collecting. If you're new to the topic, Belk's book will offer a highly accessible (though occasionally boring) introduction that appears to be geared towards the educated but non-scholarly reader. Scholars who are familiar with work on consumption or collecting will, on the other hand, likely find it too simplistic, too reliant upon the primary research of others (especially in the history of collecting section), and too light on argument or conclusion. Even such readers, however, will no doubt appreciate its clarity and find many of Belk's formulations work quoting.³ of 10 people found the following review helpful. Everything you ever wanted to know...By Christina Rosendahl(It's been a while since I read this book so please bear this in mind when reading this review.)This book is a really interesting read if you are interested in the collecting cultures. It covers a lot of aspects of collecting and does this in a intelligent way - and at the same time, it's an easy read. I highly recommend this and will be returning to it again and again. It basically tells you everything you ever wanted to know about collecting (not quite, but still...).

This groundbreaking book examines the relationship between the development of the consumer society and the rise of collecting by individuals and institutions. Russell Belk considers how and why people collect, as individuals, corporations and museums, and the impact this collecting has on us and our culture. *Collecting in a Consumer Society* outlines the history of museum collecting from ancient civilizations to the present. It also looks at aspects of consumer culture - advertizing, department stores, mass merchandizing, consumer desires, and how this relates to the activity of collecting. *Collecting in a Consumer Society* is the first book to focus on collecting as material consumption. This is a provocative and engaging book, essential reading for anyone involved with the process of collecting.

About the Author
Russell Belk is Professor of Business Administration at the University of Utah.