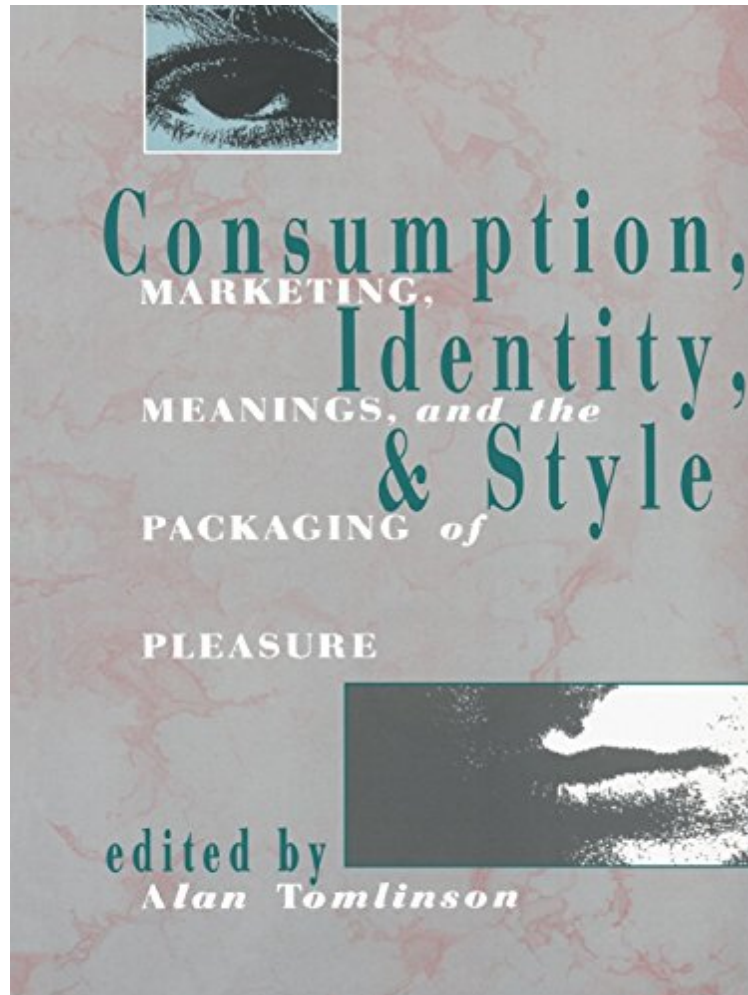


Consumption, Identity and Style: Marketing, meanings, and the packaging of pleasure (Comedia)

Alan Tomlinson

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Alan Tomlinson : Consumption, Identity and Style: Marketing, meanings, and the packaging of pleasure (Comedia) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Consumption, Identity and Style: Marketing, meanings, and the packaging of pleasure (Comedia):

1 of 1 people found the following review helpful. Pleasantly surprised! By LJI bought this item from Pennywise via about 2 months ago and I have to say it was shipped to me from the US to Australia within 2 weeks. Perhaps the most efficient e-commerce transaction I have ever made! I would recommend this e-retailer for future book purchases - timely and efficient, and the product arrived quite securely and intact. The book itself is a gem...it is certainly a classic in the field and was one of the first texts I read (back in the early 1990s) on the subject of consumption and identity. Perhaps it is one reason why over the 15 years since I first read it, I completed an MPhil and PhD in the areas of consumer research, marketing, and advertising, and now lecture and research in that field.

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