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## Consumption in Asia: Lifestyle and Identities (The New Rich in Asia)

*From Routledge*

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The essays in this collection challenge conventional ideas about consumption and consumerism: they consider if the inundation of Western consumer goods have created identity confusions among the affluent in Asia, and if the expansion of consumer culture really does threaten the stability of politically anti-liberal states in Asia. This is the first book to analyse in detail consumerism in the region, and will be valuable reading for students and researchers in Asian

studies, economics, politics and cultural studies.

"The strength of the volume rests in its exploration of consumption as an object in ideological/cultural discourses...This volume is a welcome and important contribution, both theoretically and empirically, to the growing literature on consumption inside and outside of Asia nO Journal of Asian Studies."