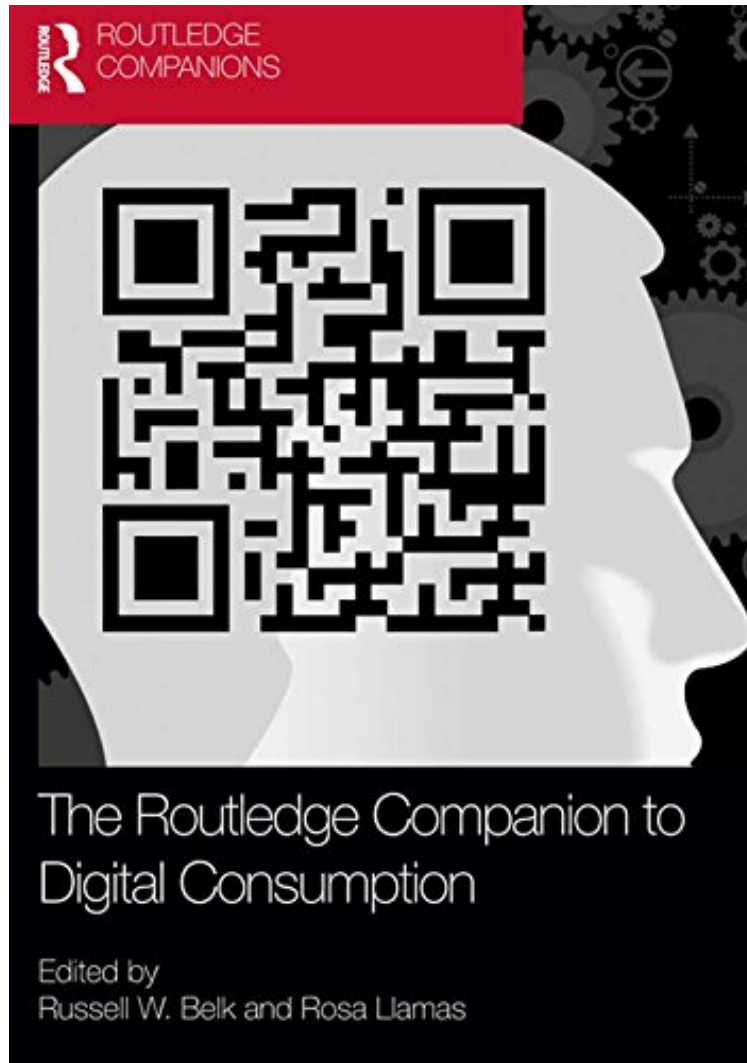


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From Routledge : The Routledge Companion to Digital Consumption (Routledge Companions in Business, Management and Accounting) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Routledge Companion to Digital Consumption (Routledge Companions in Business, Management and Accounting):

The first generation that has grown up in a digital worldnbsp;is now in our university classrooms. They, their teachers

and their parents have been fundamentally affected by the digitization of text, images, sound, objects and signals. They interact socially, play games, shop, read, write, work, listen to music, collaborate, produce and co-produce, search and browse very differently than in the pre-digital age. Adopting emerging technologies easily, spending a large proportion of time online and multitasking are signs of the increasingly digital nature of our everyday lives. Yet consumer research is just beginning to emerge on how this affects basic human and consumer behaviours such as attention, learning, communications, relationships, entertainment and knowledge. The Routledge Companion to Digital Consumption offers an introduction to the perspectives needed to rethink consumer behaviour in a digital age that we are coming to take for granted and which therefore often escapes careful research and reflective critical appraisal.

'Belk and Llamas have collected a number of insightful essays by a group of distinguished scholars to address a refreshingly broad set of topics connected with the emerging digital revolution in general and with its effects on consumers in particular. For years to come, this book will doubtless serve as the standard reference for anyone interested in studying the phenomenon of digital consumption.' Morris B. Holbrook, Columbia University, USA 'The Routledge Companion to Digital Consumption is a valuable collection of essays by experts from around the world that assess the influence of the digital revolution on a variety of consumer activities. Its up-to-date content reveals the underlying principles that characterize how today's consumers use digital technology in almost every aspect of their lives, forcing scholars from many areas to re-evaluate traditional theories of consumer behaviour and to formulate new theories to account for what it means to be digital.' Ronald E. Goldsmith, Florida State University, USA 'This book does not just help you rethink consumer behavior in the digital age. It forces you to rethink what digital is, as a lived experience and a contextual ecosystem that changes how we think about and fashion ourselves, our relationships, our free time, and our consumption acts. To read this volume is to realize that you never truly understood "Digital" before.' Susan Fournier, Boston University, USA 'What a fascinating and timely read! With such an impressive roster of contributors, it should come as no surprise that this book is informative and easy to read. The welcome surprise, though, is that there is so much valuable content. From explanations of useful research techniques to in-depth qualitative and quantitative empirical research, the editors have assembled an invaluable companion for academics and practitioners alike who seek a better understanding of the nuances of digital consumer behavior. I am excited to have this one in my toolkit.' Michael Breazeale, University of Nebraska Omaha, USA About the Author Russell W. Belk is Kraft Foods Canada Chair in Marketing at the Schulich School of Business, York University, Canada. He is past President of the International Association of Marketing and Development and is a Fellow, past President and Film Festival co-founder of the Association for Consumer Research. He also co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference. He has received the Paul D. Converse Award and the Sheth Foundation/Journal of Consumer Research Award for Long-Term Contribution to Consumer Research. His research involves the meanings of possessions, collecting, gift-giving, materialism, sharing and global consumer culture. Rosa Llamas is Associate Professor of Marketing at the School of Business, University of León, Spain. Her research interests include the meaning of luxury, materialism, transformative consumer research and global consumer culture. Her work is often cultural, visual, qualitative and interpretive and has been conducted in varied cultural settings.