Contents

Appendix of Sources ix
Timeline xv
Legends in Consumer Behavior xvii
Legends in Consumer Behavior: Russell W. Belk xxi
Volume Introduction: Better the Devil You Know: A Thumbnail Hagiography by John F. Sherry, Jr. xxiii

1. Manifesto for a Consumer Behavior of Consumer Behavior 1
2. Against Thinking 12
3. Art versus Science as Ways of Generating Knowledge about Materialism 20
4. What Should ACR Want to Be When It Grows Up? 53
5. The Role of the Odyssey in Consumer Behavior and in Consumer Research 57
6. A Naturalistic Inquiry into Buyer and Seller Behavior at a Swap Meet (with John F. Sherry, Jr. and Melanie Wallendorf) 68
7. Deep Meaning in Possessions: The Paper (with Melanie Wallendorf and Deborah Heisley) 105
8. Lessons Learned 111
9. The History and Development of the Consumer Behavior Odyssey 119
10. Ella’s Elephants and the Three Blind White Guys 138
11. Unpacking My Library: The Marketing Professor in the Age of Electronic Reproduction 149
12. Videography in Marketing and Consumer Research (with Robert V. Kozinets) 162
13. You Ought to Be in Pictures: Envisioning Marketing Research 177
14. Camcorder Society: Quality Videography in Consumer and Marketing Research (with Robert V. Kozinets) 193
16. Multimedia Approaches to Qualitative Data and Representations 210
17. Examining Markets, Marketing, Consumers, and Society through Documentary Films 239

Perspectives of Other Scholars
19. The Man Who Moved Mountains... by Marylouise Caldwell 267
20. Russell Belk: The Odysian Wanderer by Pauline Maclaran 273
21. The Passions and Publications of Russell Belk by Jonathan E. Schroeder 278

John F. Sherry, Jr., Interviews Russell Belk
22. Ten Questions for Russell Belk 285

About the Editors and Contributors 291