Contents

Appendix of Sources ix
Timeline xv
Legends in Consumer Behavior xvii
Legends in Consumer Behavior: Russell W. Belk xxii
Volume Introduction: Knowing Wisdom, Madness and Folly: Russell W. Belk's Contribution to Globalism and Consumption by Samuel K. Bonsu xxiii

1. A Critical Assessment of International Tourism (with Janeen Arnold Costa) 1
2. Third World Tourism: Panacea or Poison? The Case of Nepal 15
3. International Tourism: An Assessment and Overview (with Janeen Arnold Costa) 44
4. Hyperreality and Globalization: Culture in the Age of Ronald McDonald 66
5. Consumption Patterns of the New Elite in Zimbabwe 79
6. "Look at Them Blokes! Got No Bloody Control See": Alcohol Consumption and the Australian Aborigine (with Ronald Groves) 97
7. Sinolization: An International Advertising Strategy for China (with Xin Zhao) 114
8. What's Wrong with Globalism and What's to Be Done about It? 129
9. Consumer Ethics across Cultures (with Timothy Devinney and Giana Eckhardt) 140
11. Glocal Understandings: Female Readers' Perceptions of the New Woman in Chinese Advertising (with Kineta H. Hung and Stella Yiyan Li) 165
12. Skin Lightening and Beauty in Four Asian Cultures (with Eric P. H. Li, Hyun Jeong Min, Juniko Kimura, and Shalini Bahl) 194
13. Shangri-La: Messing with a Myth (with Rosa Llamas) 208
14. Advertising and Consumer Culture in Old Shanghai (with Xin Zhao) 240
15. The Naomi Klein Brand 259
16. Cultures, Consumers, and Corporations 263

Perspectives of Other Scholars

17. Russell Belk—A Model Glocal Brand by Dannie Kjeldgaard 281
18. An Insider’s Perspective: Russell Belk’s Contribution to the Field of Globalism and Consumption by Ekant Veer 285
19. Is This Guy Human?! Appreciation for Russell Belk: A True Legend in the Field of Consumer Behavior by Lisa Peñaloza 290

Samuel Bonsu Interviews Russell Belk

20. Knowing the Man: Interview with Russ Belk 295

About the Editors and Contributors 299