Contents

Appendix of Sources ix
Timeline xiii
Legends in Consumer Behavior xv
Legends in Consumer Behavior: Russell W. Belk xix
Volume Introduction: Russ Belk’s (Belkian) Perspective on Discipline and Liberation in Consumption: A Convergence of the Cosmopolitan and the Carnivalesque by Craig J. Thompson xxi

1. Learning to Want Things (with Nan Zhou) 1
2. Becoming a Consumer Society: A Longitudinal and Cross-Cultural Content Analysis of Print Ads from Hong Kong, the People’s Republic of China, and Taiwan (with David K. Tse and Nan Zhou) 10
3. Carnival, Control, and Corporate Culture in Contemporary Halloween Celebrations 37
4. ACR Fellow’s Address: Awards, Rewards, Prizes, and Punishments 59
5. I’d Like to Buy the World a Coke: Consumptionscapes of the “Less Affluent World” (with Güliz Ger) 73
6. Romanian Consumer Desires and Feelings of Deservingness 99
7. Sexual Consumption in the Time of AIDS: A Study of Prostitute Patronage in Thailand (with Per Østergaard and Ronald Groves) 113
8. May the Farce Be with You: On Las Vegas and Consumer Infantilization 148
9. Men and Their Machines 167
10. The Cult of Macintosh (with Gülnur Tumbat) 179
11. Exchange Taboos from an Interpretive Perspective 194
12. Selling God’s Book 205
13. Dirty Little Secret: Home Chaos and Professional Organizers (with Joon Yong Seo and Eric Li) 218
14. Weaving a Web: Subaltern Consumers, Rising Consumer Culture, and Television (with Rohit Varman) 226
15. Consuming Postcolonial Shopping Malls (with Rohit Varman) 251

Perspectives of Other Scholars
16. Ramblin’ Man by Stephen Brown 277
17. Discipline and Liberation in Consumption by Morris B. Holbrook 285

Craig Thompson Interviews Russell Belk
19. “I Like to Think That I am a Promiscuous Reader” 299

About the Editors and Contributors 305