

Introduction

Marketing and Consumption from c.1905 to 1937 Historical Settings

'Reeks of Butter and Milk'? Marketing of Western-style Sweets through the Keiretsu Retail Network

'Miss Shiseido': Marketing an Image with the Help of Keiretsu

Lighting as Enlightenment: Consumer Life with Modern Western Technologies

'Tomorrow I'll go to Mitsukoshi': The Department Store, a Dream or a Threat of Modernity?

Marketing and Consumption, High Economic Growth to the Present Historical Settings

'Discount is My Philosophy': Consumption of Everyday Necessities from Super

'Sacred Treasures' for Every Home: Keiretsu vs. Independent Retailers of Electrical Products

Convenience Stores: Born in America and Revised in Japan Summing up

*Table of Contents provided by Blackwell's Book Services and R.R. Bowker. Used with permission.*