Contents

About the Editors ix
About the Contributors xi

Introduction: Situating Consumers and Consumption
Frederick F. Wherry and Ian Woodward 1

PART I KEY CONTEMPORARY THEMES

1. The Social Embeddedness of Marketing
   Stefan Schwarzkopf 27

2. The Sharing Economy
   Juliet B. Schor and Mehmet Cansoy 51

3. Prosumption: Contemporary Capitalism and the “New” Prosumer
   George Ritzer 75

4. Consumer Culture Theory
   Eric J. Arnould and Craig J. Thompson 95

5. A Sociological Critique and Reformulation of Brands
   Thomas Clayton Gibson O'Guinn, Albert M. Muñiz, Jr.,
   and Erika L. Paulson 127

6. Relational Work and Consumption
   Nina Bandelj and Christopher W. Gibson 151

7. Meaningful Objects and Consumption
   Sophie Woodward 167

8. Bourdieu, Distinction, and Aesthetic Consumption
   Omar Lizardo 179
PART II ORGANIZING CONSUMPTION

9. Taste, Legitimacy, and the Organization of Consumption
   JENNIFER SMITH MAGUIRE
   197

10. Cultural Markets and Consecration
    MARC VERBOORD
    215

11. Emotions in Consumer Studies
    YAARA BENDER AALUF AND EVA ILLOUZ
    239

    KONSTANTINOS THEODORIDIS AND STEVEN MILES
    253

13. Consumption as Production: Data and the Reproduction of Capitalist Relations
    ULISES A. MEJIAS AND NICK COULDRY
    269

PART III CONSUMER TRANSACTIONS, RELATIONS, AND DEVICES

14. Household Finances and Credit Visibility
    FREDERICK F. WHERRY
    283

15. The Cultivation of Market Behaviors and Economic Decisions: Calculation, Qualculation, and Calqulation Revisited
    FRANCK COCHOY
    301

16. Consumer Transactions: Consumer Banking
    ZSUZSANNA VARGHA
    321

17. Consumer Credit Surveillance
    ALYA GUSEVA AND AKOS RONA-TAS
    343

PART IV INEQUALITY AND STRATIFICATION

18. Omnivorousness, Distinction, or Both?
    JOSEÉE JOHNSTON, SHYON BAUMANN, AND MERIN OLESCHUK
    361

    G. CRISTINA MORA
    381
20. Race and Consumer Inequality
   Geraldine Rosa Henderson and Kathy Zhang
   397

21. Fashion and Its Gendered Agendas
   Ashley Mears
   413

22. Gentrification and Urban Inequality
   Richard E. Ocejo
   427

23. Branding National Identity in an Unequal World
   Melissa Aronczyk
   439

PART V PRACTICES, PERFORMANCES, AND IDENTITIES

24. Subcultures and Consumption
   John W. Schouten
   457

25. Taste, Sensation, and Skill in the Sociology of Consumption
   David Wright
   473

26. Food Tastes
   Jennifer A. Jordan
   487

27. Gender as a Critical Perspective in Marketing Practice
   Susan Dobocha and Gry Høngsmark Knudsen
   501

28. Consumer Cities, Scenes, and Ethnic Restaurants
   Daniel Silver and Terry Nichols Clark
   521

PART VI REFORMULATING MARKETS

29. Ethical Consumption
   Keith R. Brown
   543

30. Affluence, Anti-Consumerism, and the Politics of Consumption
    Kim Humphery
    561

31. Linking Environmental Sustainability and Consumption
    Amanda M. Dewey and Dana R. Fisher
    577

Index
   593