

— WORK, —
CONSUMPTION
AND CAPITALISM

LYNNE PETTINGER

Library Of Work Consumption Capitalism Lynne Pettinger

David R. Wells



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Work, Consumption and Capitalism Lynne Pettinger, 2017-09-15 Sonic branding guerrilla marketing celebrity endorsements customer service excellence and multi channel advertising are just some of the popular sales techniques that currently promote consumerism in contemporary capitalism Considerable energy is devoted to encouraging consumers to desire new fashions to celebrate good design to have feelings for brands and to immerse themselves in sensory experiences without worrying about the ethics of their practices Work Consumption and Capitalism looks at how consumption is produced by focusing on the multiple kinds of work that make consumption possible from advertising creatives to fashion designers from self service checkouts to the hippest barista in the coolest coffee shop The text encourages students to consider the place of consumerism in global capitalism to develop their own answers to the question How is consumption made possible This wide ranging study of the relations between work consumption and capitalism draws on interdisciplinary research in cultural and economic sociology history marketing studies and cultural studies With research tasks and discussion questions at the end of each chapter and case studies throughout it stands as an accessible introduction for students of sociology business and management media and communication cultural policy and cultural studies Listen to a podcast about the book

Consumerism and the Movement of Housewives into Wage Work David R. Wells, 2018-12-17 First published in 1998 this volume explores the connections between the rises in consumerism and the number of married women in paid work in light of the centrality of shopping and consumerism to the modern world David R Wells argues for women s incomplete gains from consumerism through an analysis of married women s employment the structure of capitalism and the contradictory requirements of consumerism the homemaker ideal and gender identity Through this Wells demonstrates how the gendered expectations of consumerism became motivating factors for women to join the workforce resulting in higher standards of living and greater marital power Time for Things Stephen D. Rosenberg, 2021-01-12 Economists say there is a limit to what we gain by buying consumer goods Americans say they want to work less Yet we continue toiling away and use the proceeds to buy buy buy Why Stephen Rosenberg offers a novel theory arguing that workers have learned to treat goods as stores of potential free time legitimating endless wage work

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