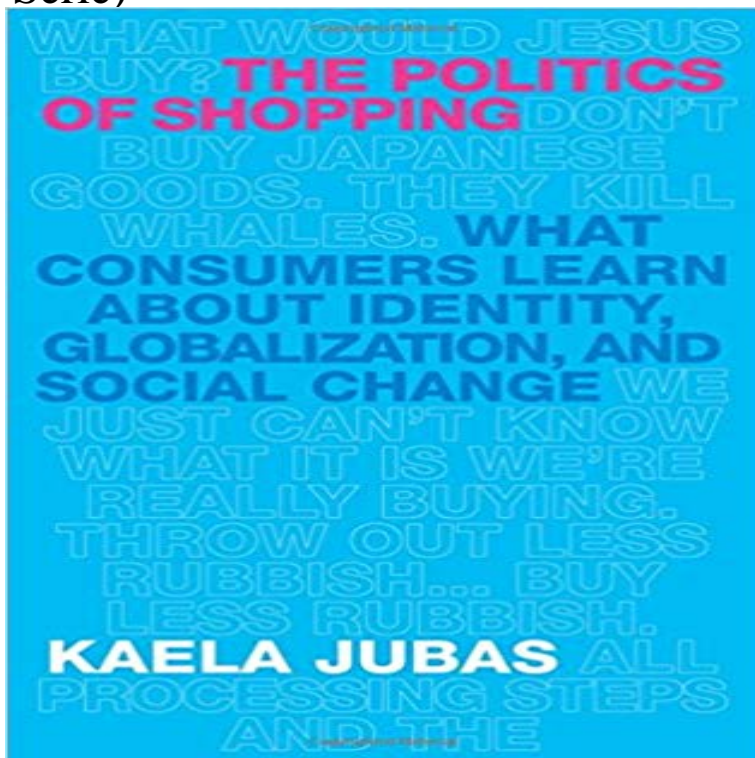


The Politics of Shopping: What Consumers Learn about Identity, Globalization, and Social Change (Intl Inst Qualitative Methodology Serie)



This revised version of Kaela Jubas award winning dissertation focuses on contemporary shopping practices, analyzing the ways concerned shoppers think about globalization, consumption, and their personal effect on the status quo. By using numerous examples from modern advertising, interviews with self-described radical shoppers, and selected quotes from scholars and experts, Jubas delves into questions of social justice, environmental awareness, and consumer identity -- all demonstrated by individual choices made at the checkout counter. Employing a variety of qualitative research techniques and complex and counterintuitive cultural theory, Jubas study will interest those in adult education, cultural studies, consumer research, and qualitative inquiry.

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