Contents

List of Figures Introduction: Cola Connections and Worldly Things		viii ix
	Soft Drinks and the Economy of Qualities	2
Chapter 1	The Social Life of Worldly Things: Commodity Consumption and Globalization	3
Chapter 2	Glocalizing Coca-Cola: The Multilocal Multinational Corporation	33
Chapter 3	Qualifying Products: Trademarks, Brands, and Value Creation	75
Chapter 4	A Network of Perspectives: The Meanings of Soft Drinks in Papua New Guinea	99
	Part 2	
	Globalization, Citizenship, and the Politics of Consumption	
Chapter 5	Corporations, Consumers, and New Strategies of Citizenship	149
Chapter 6	Shareholder Activism: Consumer Citizenship inside the Corporation	187
Chapter 7	Pouring Rights: Politics, Products, Agency, and Change	211
Conclusion: Product Networks and the Politics of Knowledge		229
Notes		241
References		251
Index		269