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# Consumerism in World History

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Praise for the first edition:

'This is a clever book.' *Business History*

The desire to acquire luxury goods and leisure services is a basic force in modern life. *Consumerism in World History* explores both the historical origins and world-wide appeal of this relatively modern phenomenon. By relating consumerism to other issues in world history, this book forces reassessment of our understanding of both consumerism and global history.

This second edition of *Consumerism in World History* draws on recent research of the consumer experience in the West and Japan, while also examining societies less renowned for consumerism, such as Africa. Every chapter has been updated and new features include:

- a new chapter on Latin America
- Russian and Chinese developments since the 1990s
- the changes involved in trying to bolster consumerism as a response to recent international threats
- examples of consumerist syncretism, as in efforts to blend beauty contests with traditional culture in Kerala.

With updated suggested reading, the second edition of *Consumerism in World History* is essential reading for all students of world history.

**Peter N. Stearns** is Provost and Professor of History at George Mason University. His books include *The Other Side of Western Civilization* (5<sup>th</sup> edition, 1999), *Childhood in World History* (Routledge, 2005) and *Gender in World History* (2nd edition, Routledge, 2006).

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**Series editor: Peter N. Stearns**

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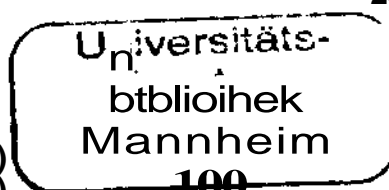
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