The New Middle Classes

Globalizing Lifestyles, Consumerism and Environmental Concern

Edited by

Hellmuth Lange Research Center for Sustainability Studies (artec), University of Bremen, Germany

Lars Meier Institute for Employment Research (IAB), Nürnberg, Germany



Contents

	so Much Public Attention?	1
Part I	Modernities, Globalization and Consumption	
2	Convergence and Divergence in Societal Modernization: Global trends, Regional Variations, and Some Implications for Sustainability Volker H. Schmidt	29
3	Consumerist Lifestyles in the Context of Globalization: Investigating Scenarios of Homogenization, Diversification and Hybridization	49
4	Who are the Globalizers? The Role of Education and Educational Elites	65
5	Provider Strategies and the Greening of Consumption Practices: Exploring the Role of Companies in Sustainable Consumption G. Spaargaren and C.S.A. (Kris) van Koppen	81
6	From Small Objects to Cars: Consumption Expansion in East Asia	101
Part 1	II New Middle Classes in China, Brazil, Ecuador and Israel	
7	Rising Capitalism, Emerging Middle-Classes and Environmental Perspectives in China: A Weberian Approach Fritz Reusswig and André Isensee	119
8	Globalization of Lifestyle: Golfing in China	143

1 Who are the New Middle Classes and why are they Given

9	who are the Knowledge Workers of Campinas, SP, Brazil and how do they Live? Local Impacts of Global Trends Leonardo Freire de Mello	159
10	Sustainability of a Life Más Cómodo? Agricultural Change, Remaking Families, and the Emerging Indigenous Middle Class in the Ecuadorian Andes	177
11	New Middle Class and Environmental Lifestyle in Israel Tally Katz-Gerro	197
Part	III New Middle Classes in India	
12	The Political Economy of Lifestyle: Consumption, India's New Middle Class and State-Led Development Leela Fernandes	219
13	"Environmentality" in the Neoliberal City: Attitudes, Governance and Social Justice	237
14	India's 'New Middle Class' and the Globalising City: Software Professionals in Bangalore, India	253
15	The Changing Food Scenario and the Middle Classes in the Emerging Megacity of Hyderabad, India	269
16	Highly Qualified Employees in Bangalore, India: Consumerist Predators? Hellmuth Lange, Lars Meier, and N.S. Anuradha	281
Inde	x	299