

## Canonical Authors in Consumption Theory



Canonical Authors in Consumption Theory is the first reference work to compile the contributions of the greatest social thinkers to the global conversation about consumption and consumer culture. A prestige reference work, it offers original chapters by the world's most prominent thought leaders. It introduces the works of historical theorists and surveys how their work has influenced and shaped consumption theory, both through history and at the cutting edge of research. Consumption is at the core of contemporary lifestyles, of political successes and failures, and with discussions of sustainability and environmental change. Contemporary consumer culture shapes modern identities, and is the engine of the globalizing capitalist economy. Still, the majority of social theorizations over the last century and a half have been addressing production processes rather than consumption processes. This is about to change. Studies of consumption play an increasing role as a topic and a domain of study in marketing, anthropology, sociology and cultural studies. Currently, there is no single compilation that systematically links scholarly work published by the greatest social thinkers of the last century and a half to the understanding of contemporary consumer society. This book provides a solid framework for understanding the relevance of these canonical authors in social theory to facilitate analysis of consumer culture, and to act as a comprehensive reference point for consumer researchers, doctoral students and practitioners.

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