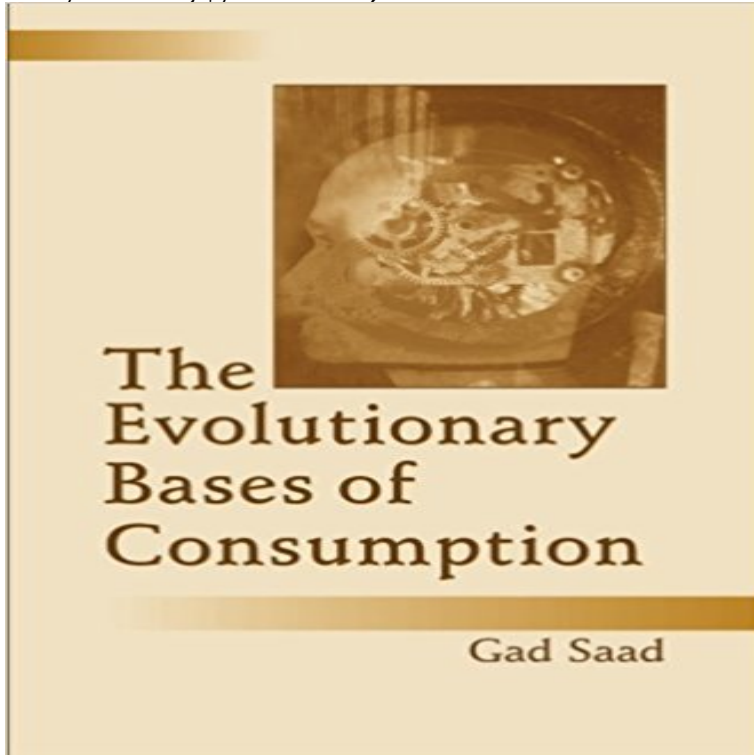


# The Evolutionary Bases of Consumption (Marketing and Consumer Psychology Series)



The Evolutionary Bases of Consumption by Gad Saad applies Darwinian principles in understanding our consumption patterns and the products of popular culture that most appeal to individuals. The first and only scholarly work to do so, this is a captivating study of the adaptive reasons behind our behaviors, cognitions, emotions, and perceptions. This lens of analysis suggests how we come to make selections such as choosing a mate, the foods we eat, the gifts that we offer, and more. It also highlights how numerous forms of dark side consumption, including pathological gambling, compulsive buying, pornographic addiction, and eating disorders, possess a Darwinian etiology. Engaging and diverse in scope, the book maps consumption phenomena onto four key Darwinian modules: survival, reproduction, kin selection, and reciprocal altruism. As an interesting proposal, the author suggests that media and advertising contents exist in their particular forms because they are a reflection of our evolved human nature - negating the notion that they exist through the reversecausal link, as proposed by social constructivists. The link between evolutionary theory and consumption behaviors is detailed throughout the book via an examination of (among many others): appearance-enhancing products and services; financial and physical risk-taking; use of sexual imagery and the depictions of women in advertising; and television programs, movies, songs, music videos, literature, religion, and art. The Evolutionary Bases of Consumption will appeal to evolutionists who desire to explore new areas wherein evolutionary theory can be applied; consumer and marketing scholars who wish to learn about the ways in which biological-and evolutionary-based theorizing can be infused into the consumer behavior/marketing/advertising disciplines;

as well as other interdisciplinary scholars interested in gaining knowledge about the power of evolutionary theory in explaining a wide range of behavioral phenomena.

**The Evolutionary Bases of Consumption (Marketing and Consumer** Gad Saad is a Lebanese-Canadian evolutionary behavioural scientist at the John Molson Saad has been a professor of marketing at Concordia University since 1994. He is associate editor for the journal Evolutionary Psychology, and an The Evolutionary Bases of Consumption. . Journal of Consumer Marketing. **The Evolutionary Bases of Consumption - Marketing and Consumer** Buy The Evolutionary Bases of Consumption by Gad Saad from of Consumption - Marketing and Consumer Psychology Series (Hardback). **The evolutionary bases of consumption.** : The Evolutionary Bases of Consumption (Marketing and Consumer Psychology Series): Gad Saad: ?? **The Evolutionary Bases of Consumption (Marketing and Consumer** Buy The Evolutionary Bases of Consumption (Marketing and Consumer Psychology Series) by Saad, Gad (2007) Paperback by (ISBN: ) from Amazons Book **The Evolutionary Bases of Consumption (Marketing and - Fishpond** In his book, The Evolutionary Bases of Consumption, Gad Saad has done for lens, illustrating parallels between different consumer behaviors, marketing . show is successful because it plays into a specific aspect of human mating **The Evolutionary Bases of Consumption Marketing and Consumer Saads The Evolutionary Bases of Consumption - Evolving Economics** - 17 secRead The Evolutionary Bases of Consumption (Marketing and Consumer Psychology Series **Audiobook The Evolutionary Bases of Consumption (Marketing and** The Evolutionary Bases of Consumption Marketing and Consumer Psychology Series: : Gad Saad: Libros en idiomas extranjeros. **The Evolutionary Bases of Consumption - Gad Saad - Google Books** Gad Saad. T h e ~ ~ Evolutionary Bases of Consumption L Gad Saadl The Evolutionary Bases of Consumption Marketing and Consumer Psychology Series. - 58 sec - Uploaded by Angela ParksThe Evolutionary Bases of Consumption Marketing and Consumer Psychology Series. Angela **The Evolutionary Bases of Consumption (Marketing and Consumer** The Evolutionary Bases of Consumption (Marketing and Consumer Evolutionary psychologist Gad Saad tells us just how and why, and much more, in The . Heres an interesting fact from the book: studies show that when men drive a **looking through the evolutionary lens: consumer behavior and** Leading the charge into consumer and marketing theory has been Gad Saad, a pioneer of evolutionary consumer psychology who was **The Evolutionary Bases of Consumption (Paperback) - Routledge** - 33 sec - Uploaded by Brittany GassawayThe Evolutionary Bases of Consumption Marketing and Consumer Psychology Series **The Consuming Instinct: What Juicy Burgers, Ferraris, Pornography** Pre Order The Evolutionary Bases of Consumption (Marketing and Consumer Psychology Series) Gad Saad On CD. more. Publication date **The Evolutionary Bases of Consumption (Marketing and Consumer** Homo Consumericus: The

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