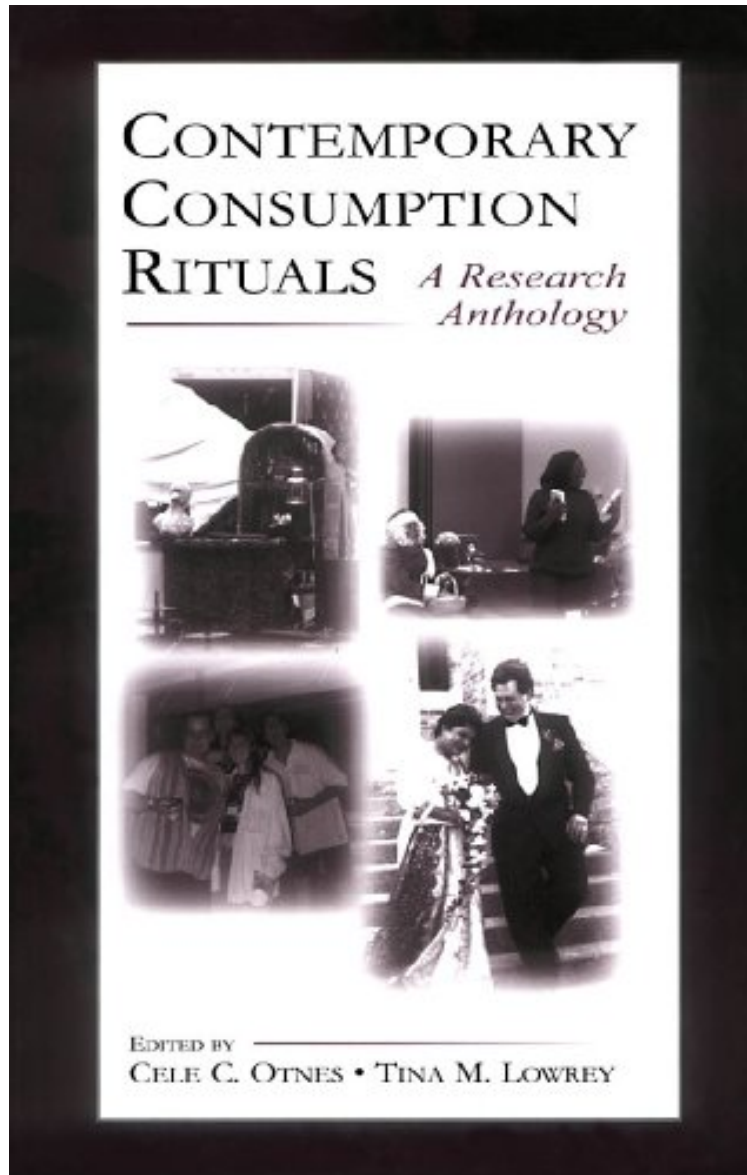


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## Contemporary Consumption Rituals: A Research Anthology (Marketing and Consumer Psychology Series)

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From Psychology Press : Contemporary Consumption Rituals: A Research Anthology (Marketing and Consumer Psychology Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Contemporary Consumption Rituals: A Research Anthology (Marketing and Consumer Psychology Series):

Bringing together scholars in consumer behavior, history, anthropology, religious studies, sociology, and communication, this is the first interdisciplinary anthology spanning the topic of ritual studies. It offers a multifaceted exploration of new rituals, such as Celebrating Kwanzaa, and of the ways entrenched rituals, such as Mardi Gras, gift giving, and weddings have changed. Moreover, it examines the influence of both cultures and subcultures, and will enhance our understanding of why and how consumers imbue goods and services with meaning during rituals. In this volume, the first in the Marketing and Consumer Psychology series: a religious studies scholar talks about the media representation of ritual; communication scholars discuss the transformational aspects of rituals surrounding alcohol consumption; a marketing scholar demonstrates the relevance of organizational behavior theory to understanding gift-giving rituals in the workplace; and a historian describes how the marketing of Kwanzaa was so integral to its successful adoption.

The book, with an excellent set of contributors, should appeal to a relatively broad audience in marketing, communications, sociology, anthropology, and psychology. Otnes and Lowrey discuss the important role of ritual in the lives of consumers and the various roles we each play. —Curtis P. Haugtvedt, Ohio State University  
The editors have developed a thorough and well-organized volume. It covers a wide variety of topics and presents several theoretical and methodological approaches to comprehending ritual. —Elizabeth C. Hirschman, Rutgers, The State University of New Jersey