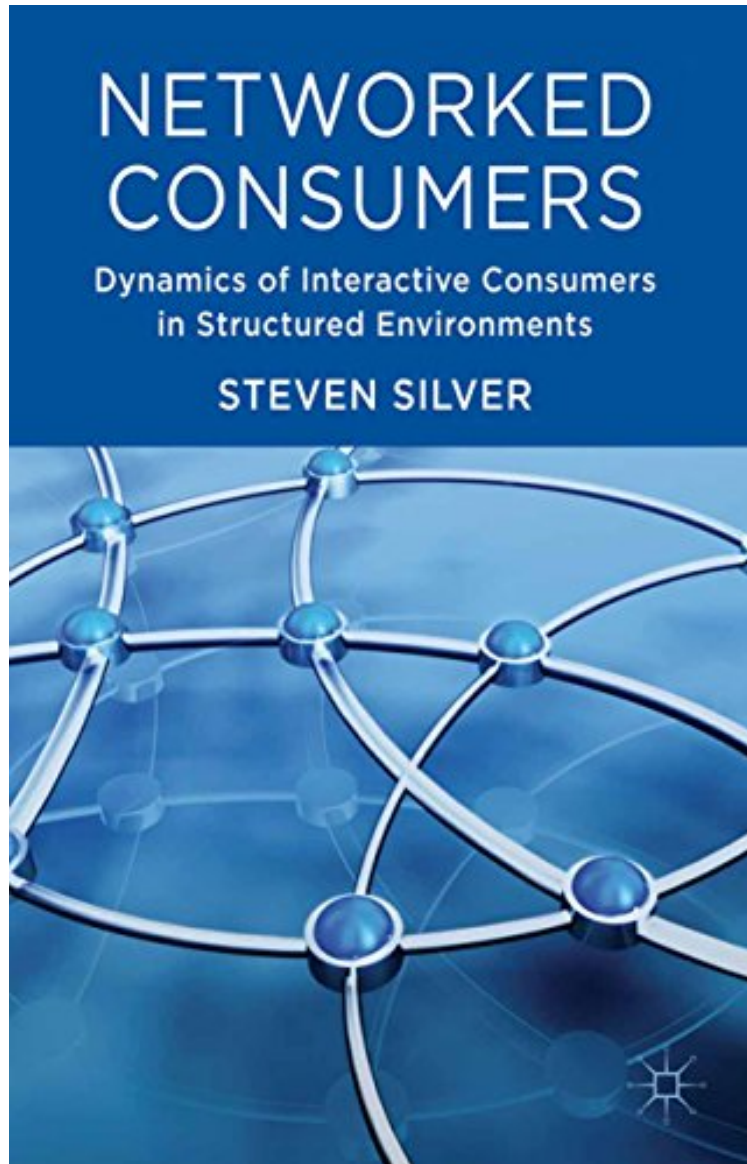


Networked Consumers: Dynamics of Interactive Consumers in Structured Environments

Steven Silver

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Personal consumption accounts for two thirds of GDP, yet recent economic events havenbsp;emphasised our limited ability to translatenbsp;consumption patterns into policy. Steven Silvernbsp;analyses this understudied area, exploring the network membershipsnbsp;that emergenbsp;from our everyday lives, and the consumption patterns these create.

About the AuthorSTEVEN D. SILVER is Professor and Lucas Fellow at the Lucas Graduate School of Business, California State University, USA.