**FURTHER READING**

For some more on gift-giving, try S. McKechnie and C. Tynan (2006) Social meaning in Christmas consumption: An exploratory study of UK celebrants’ consumption rituals, *Journal of Consumer Behaviour*, *5* (2): 130–44. Also, *The Gift of Thanks: The Roots and Rituals of Gratitude* (Boston, MA: Houghton Mifflin Harcourt, 2009), by Margaret Visser, explores the other side of gift-giving – gratitude on the part of the recipient.

Ervin Goffman’s *The Presentation of Self in Everyday* Life is a classic read (Harmondsworth: Penguin, 1990). It explores the ways in which we present ourselves in different group situations, and explains his ‘life as theatre’ analogy.

Also by Goffman, *Stigma: Notes on the Management of Spoiled Identity* (Harmondsworth: Penguin, 1990) explores another side of groups – the fate of those who are excluded. His research was carried out among people who were disfigured through birth or accident, people from racial or religious minorities, and people with mental illnesses. Goffman notes that other people tend to focus on the distinguishing feature, not on the whole personality, therefore such people become defined by their differences rather than by their similarities. This is a thought-provoking book, and often a very moving one.

For a humorous look at the fashion industry, and at our obsession with wearing the right clothes, you might like *Fashion Victim: Our Love–Hate Relationship with Dressing, Shopping and the Cost of Style*, by Michelle Lee (New York: Broadway Books, 2003). The author takes a wry look at the fashion industry, and pokes fun at some of the ‘rules’ of fashion (‘Thou Shalt Pay More to Look Poor’ being one of them). This is a fun read, with some interesting ideas underneath it.