**FURTHER READING**

*Consumer Culture Theory*, edited by Russell Belk and John Sherry Jr (Greenwich, CT: JAI Press, 2007) is the outcome of a major conference on consumer culture theory. It contains papers from a wide range of authors, on a wide range of aspects of consumer culture. For some cutting-edge theory it’s hard to beat, although it is somewhat academic in its style.

*Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising* by Marieke de Mooji (Thousand Oaks, CA: Sage, 2003) gets right to the heart of the problem of culture and marketing. Marieke de Mooji makes the point that the theories that come from the USA do not necessarily apply elsewhere in the world – and ethnocentrism is always hovering in the wings ready to trap the unwary.

*Multicultural Perspectives in Consumer Behaviour*, edited by Maria G. Piacentini and Charles Cui (London: Routledge, 2012), is another edited collection of papers from a wide variety of authors. The book was originally a special edition of the *Journal of Marketing Management*, so it is a rigorous and academic book, with papers from the UK, Greece, Austria, Germany and China.

*Consumer Culture and Postmodernism*, by Mike Featherstone (London: Sage, 2007), locates consumer culture in the context of global climate change, and further displaces the ‘West’ from centre stage.

For something a little more out of the ordinary, you might like *Material Culture and Consumer Society: Dependent Colonies in Colonial Australia*, by Mark Staniforth (New York: Kluwer, 2003). This is actually a book about underwater archaeology, but the author examines how material goods served to link early colonists to the home country, to distinguish themselves from the indigenous population, to help establish their own social relationships in terms of wealth and position, and to reassure the colonists about their place in the world.