**FURTHER READING**

For an interesting and wider insight into the issues discussed in the chapter case study, see Patricia Cunningham’s chapter, Fashion in popular culture, in a volume edited by Gary Burns, *A Companion to Popular Culture* (Oxford: Wiley, 2016, Chapter 20).

*Concepts of the Self*, by Anthony Elliott (Cambridge: Polity Press, 2007), gives an overview of the key arguments in self-concept. It’s a straightforward, lively account, which gives the counter-arguments as well as the theories, so that the various thinkers are linked together well.

Otto Kroeger and Janet M. Theussen’s book *Type Talk: The 16 Personality Types*, 10th edn (New York: Bantam Doubleday Dell, 1989), gives a lot of applied examples of the Myers–Briggs Type Indicator. This is a very useful book in understanding why people behave the way they do.